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American Exposition Services ● 1627 Main Ave., Ste.2 ● Sacramento, Ca 95838 ● ph 916-925-3976 ● efax 866-558-3316

CPCA CFO Conference

May 4-6, 2011 Monterey Portola Hotel Monterey, CA

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welcome

how do I get started?

To start your exhibit experience read the Show Bulletin that highlights useful information, show specifics and important dates, times and tips to make your experience a pleasant one. Browse our catalog pages... Once you have determined your specific needs, efax or mail us the order forms and payment authorization. Please also see our Rules & Regulations page for safety tips, helpful hints and other key info regarding our services.

questions?

Contact our account representatives at the number provided or at info@american-expo.com. Additional information may be available at www.american-expo.com.

American Exposition 1627 Main Ave. Ste. 2 Sacramento, CA 95838 Main 916.925.3976 Fax 916.925.3975 eFax 866.558.3316



tip

- "He who fails to plan is planning to fail."
- -Winston Churchill
- "Good fortune is what happens when opportunity meets with planning."
- -Thomas Alva Edison

Welcome to American Exposition.

We are a General Service Contractor in our second generation of quality service. We strive to provide our services in a timely, efficient and professional manner. Our efforts are driven by our ethics and the desire to produce consistent results. In your event, success is the only solution!

We take pride in providing you with the finest exhibitor services and equipment so you may have the best show experience possible. The following are a brief selection of the services available to you:

- **★** Furnishings
- ★ Freight and Material Handling Services
- ★ Digital Graphics and Signs

- ★ Carpet and Cleaning
- ★ Rental Exhibits
- ★ Installation and Dismantle Labor

what is a general service contractor?

As the General Service Contractor, American Exposition will perform and/or supervise the development and production of the entire event process. Many events require a broad scope of services; therefore American Exposition positions itself to manage relationships for all service managers involved. If you're ever unsure where to turn for answers – please just ask us – we're your keystone support.

material handling and transportation

As the general service contractor we are here to help with all of your material handling needs. This includes unloading of your exhibit materials and freight, 30 day advance storage at the warehouse address, delivery to your exhibit space and handling of empty containers to and from storage. At the conclusion of the event we will remove materials from your booth for reloading onto outbound carriers. Additionally, if you have need for transportation of your materials to and from the event, contact us about our preferred freight provider, UPS Freight.



Show Bulletin

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American Exposition Services, Inc. is pleased to have been selected as your official Service Contractor for the:

California Primary Care Association CFO Conference May 4-6, 2011

Enclosed you will find all of the necessary information, guidelines, rules and regulations, and order forms for this event. Please read the following information carefully before filling out any exhibitor order forms. Please fax or mail the appropriate forms and payment to the location below as soon as possible to help expedite your service.

SHOW COLORS		EACH EXHIBIT BOOTH IN	NCLUDES		
Backwall Drape:	Royal Blue	Booth Size: 8'(deep) X 10'(wid	•		
Siderail Drape: Royal Blue		2- 3' high siderail drape 1- 6' draped table w/ blue skirt			
Exhibit Hall Carpet Color:	Multi Color	2- Contour chairs 1- Exhibitor I.D. sign			
EVENT SCHEDULE					
Exhibitor Move-In	Wednesday	May 4, 2011	12:00pm – 4:00pm		
Show Hours	Thursday	May 5, 2011	8:00am – 5:00pm		
	Friday	May 6, 2011	8:00am – 11:00am		
Exhibitor Move-Out	Friday	May 6, 2011	11:00am – 1:00pm		
Force Freight/ Clear Floor	Friday	May 6, 2011	1:00pm		

American Exposition will begin returning empty shipping containers **at 11:00am on Friday, May 6th**. This process should take approximately **(15 minutes)**. Please keep this in mind when scheduling labor and freight pick-up.

All outbound freight carriers must check-in no later than 1:00pm on May 6, 2011.

IMPORTANT DATES & DEADLINES

Discount Deadline	April 27	Discount deadline for Exhibitor orders and full payments
Advance Freight	April 4	Start receiving shipments at Advance Warehouse location (see "A" labels)
	April 27	Advance Warehouse shipment deadline Warehouse shipments will be accepted after the deadline; however, surcharges will be assessed for late delivery.
Direct Freight	May 4	Shipments and POV services will be accepted at show site during exhibitor installation hours (see "D" labels)



Show Bulletin

American Exposition Services • 1627 Main Ave., Ste.2 • Sacramento, Ca 95838 • ph 916-925-3976 • efax 866-558-3316

If you need to ship or are bringing materials for the event, please read Inbound Material Handling Instructions and fill out the Material Handling Order Form and return it to our office. Inbound freight must be shipped prepaid and labeled according to the instructions. Please include the payment authorization form with the material handling form to avoid any freight delays.

ADVANCE SHIPPING TO AMERICAN EXPOSITION WAREHOUSE

This is the preferred method of shipping. This will ensure timely delivery of freight directly to your booth at show site.

Show Name (Exhibiting Company Name) (Booth #) C/O American Exposition Services UPS Freight 8900 Terabyte Ct. Reno, NV 89521

ARRIVAL DATES AND SURCHARGES FOR ADVANCE SHIPMENTS:

00/00/2011: Shipments may begin arriving at American Expo warehouse. 00/00/2011: Last day for shipments to arrive at warehouse without 30% late surcharge.

Warehouse receiving hours are 8:00am – 4:00pm, Monday – Friday.

Late Shipments: Shipments will be accepted at this address after this timeframe, however a 30% late fee will apply.

DIRECT SHIPPING TO GRAND SIERRA RESORT

Show Name (Exhibiting Company Name) (Booth #) C/O American Exposition Services Grand Sierra Resort 2500 East Second St. Reno. NV 89595

ARRIVAL DATES AND SURCHARGES FOR DIRECT SHIPMENTS:

00/00/2011: Shipments may begin arriving 1:00pm – 5:00pm 00/00/2011: Shipments may begin arriving 7:00am -12:00pm.

<u>Do not</u> ship any materials to show site address before this time frame. Venue will not accept any early shipments.

Late Shipments: Shipments will be accepted at this address after this timeframe, however a 30% late fee may apply.

LABOR

Union labor may be required for your exhibit installation and dismantle. Please carefully read the UNION INFORMATION section of Rules & Regulations to determine your needs. Exhibitors supervising labor need to pick up and release their labor at the American Exposition Service Desk. Please refer to the Installation & Dismantle Labor order form for general information and Straight Time and Overtime hours.

ASSISTANCE

If you have any questions or need special assistance regarding our exhibitor services, please call an American Exposition exhibitor representative to assist you. We want you to have a positive experience and success in your event.

Any questions or concerns regarding services or items ordered must be reported to the American Exposition Service Desk at the event or by contacting our office prior to show move-in. Your account will be adjusted or the issue resolved at that time. No credits will be issued after close of show.

Phone: 916.925.3976 eFax: 866.558.3316

Email: info@american-expo.com



Event Rules & Regulations

American Exposition Services • 1627 Main Ave., Ste.2 • Sacramento, Ca 95838 • ph 916-925-3976 • efax 866-558-3316

UNION INFORMATION

To assist you in planning your participation in the stated event, we are certain you will appreciate knowing in advance that union labor will be required for certain aspects of your exhibit handling.

DECORATOR UNION WORK RULES

Members of this union claim jurisdiction over all set-up and dismantling of exhibits including signs and laying of carpet. This does not apply to the unpacking and placement of your merchandise. You may install and/or dismantle your exhibit display if one person, who is a full time employee, can accomplish the task in one hour or less without the use of tools. If your exhibit preparation, installation or dismantling requires more than one hour, you must use union personnel supplied by the Official Decorating Contractor. As an exhibitor, you will be pleased to know that when union labor is required, you may provide your company personnel to work along with a union installer on a one-to-one basis.

TEAMSTERS UNION

Members of this union claim jurisdiction on the operation of all material handling equipment, all unloading and reloading, and handling of empty containers. An exhibitor may move materials that can be carried by hand, by one person in one trip, without the use of dollies, hand trucks or other mechanical equipment.

ELECTRICAL UNION

Members of this union claim jurisdiction for hardwiring ordered outlets to the line side of the exhibitors' equipment and wiring of caps over 120 volts, to the raw cord feeding exhibitors' equipment. All plugs over 120 volts will be plugged in by electrical union personnel. Exhibitors may plug in their own plugs of 120 volts to their ordered outlets.

SAFETY

Standing on chairs, tables or other rental furniture is <u>prohibited!</u> This furniture is not engineered to support your standing weight. American Exposition Services 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 Installation & Dismantle order form and the necessary ladders and tools will be provided.

Exhibitors should treat the show areas during move-in and move-out as they would a construction site when work is going on. Please wear proper attire during these times to ensure your safety. Be aware of forklifts moving throughout the aisles and docks. Please stay clear of them, especially when they are carrying equipment. Please keep all aisles clear from debris and booth items. Utilized your booth space for setup.

GRATUITIES

Our work rules prohibit the SOLICITATION OF ACCEPTANCE of tips in cash, product or gifts in kind by any employee (union or non-union). Our employees are paid appropriate wages denoting professional status, therefore tipping of any kind is not allowed.

ADHESIVES

Acceptable adhesives are painter's masking tape (wall use only) or gaffer's tape (floor use only) available through hardware, specialty stores or AES. No duct tape will be allowed on any floors or walls.

INSURANCE

Neither Show Management, any Show Management Contractor or the Facility assumes responsibility for any merchandise or display material which may become lost, stolen or damaged under any circumstances. You must carry your own insurance to protect your property from the time it leaves your facility until its return.

PAYMENT POLICY

PAYMENT FOR SERVICES

Full payment for services must be included with each order. Further, we require a credit card authorization with your initial order. For your convenience, we will use this authorization to charge your account for services, which may include material handling, labor or electrical charges that may differ from the initial order.

METHOD OF PAYMENT

American Exposition Services, Inc. accepts cash, check, Visa, MasterCard or American Express. We do not accept purchase orders as payment. All funds must be U.S. Funds drawn on a U.S. Bank. Note: A \$25.00 fee will be charged for declined credit cards and returned NSF checks. All checks require a credit card backup.

DISCOUNT PRICING

In order to qualify for discount pricing, we must receive your full order with payment by the deadline date. NO EXCEPTIONS.

THIRD PARTY BILLING

If your company contracts work to a display house and requires service from American Exposition Services, Inc., the above terms shall apply. Each exhibiting company is ultimately responsible for its own booth charges and will be accountable for payment in the event that the display house fails to remit full payment.

ADJUSTMENTS & CANCELLATIONS

All grievances must be made before the close of the event. Any questions or concerns regarding services can be made at our service desk during event hours. No credits will be issued after the close of the event. Orders cancelled by the exhibitor are subject to cancellations fees equal to 50%-100% of the total order, based upon the status of move-in, work performed and/or AES set-up costs or expenses.

Exhibitor further agrees to late fees up to 1.5% per month on any balance not paid at the conclusion of the event, or balance left without appropriate credit card on file. In the event any balance is not paid as agreed, the exhibitor agrees to pay a collection fee equal to 40% of the unpaid balance. In the event



Fire Regulations & Information

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CPCA CFO Conference

Portola Monterey Hotel - May 4-6, 2011

Booth Requirements

All exhibit booths shall be constructed with non-combustible or limited-combustible materials. Wood booths must be one-quarter inch (¼") thick or greater. Electrical appliances and cords must be U.L. approved. All temporary electrical wiring will stay accessible and be free from debris and storage materials. Hardback booths must be at least nine inches (9") from rear booth boundary line. Gas appliances must be A.G.A. approved.

General Conditions

Storage, booth construction, easels, chairs and signs shall not block access to any fire/life safety equipment and shall not impede exit access, exit doors or aisles

Storage

Literature on display shall be limited to reasonable quantities. Reserve supplies shall be kept in closed containers and stored in a neat and compact manner. No more than a one (1) day supply of combustible storage is allowed beneath tables. No storage of any kind will be allowed behind curtains or walls of booths in any facility.

Decorative Material

All drapes and materials that are used for booth separation are required to be flame retardant. Canvas tents, canopies, awnings, curtains, straw, hay, and materials are also required to be flame retardant. A copy of the California State Fire Marshal flame proof certificate or a sample of the decorative material must be provided to the Fire Marshal to verify that the approved treatment has been applied or the materials must be removed prior to show opening. All flammable or combustible aerosol containers, used for display purposes, must be empty. (See permit section for use of aerosols).

Vehicles

All liquid or gas fueled vehicles, and gasoline/diesel-powered equipment for display shall have batteries disconnected, fuel supplies at ¼ tank or five (5) gallons, whichever is less, and be furnished with locking gas caps or caps sealed with tape.

Cooking Appliances

Operation of any cooking appliances, i.e. ovens, stoves, barbecues, hot plates, deep fryers, etc. and all demonstrations using these appliances must be isolated away from the public or be protected with a clear plastic shield. The shield must be placed along the front and the sides of the appliance. A fire permit is required for the use of propane or butane for cooking purposes. Quantities will be limited. These requirements do not apply to microwave ovens, coffee pots or popcorn wagons.

Heat-Producing Equipment

Operation of any welding equipment, soldering device, etc. require protection around equipment so the public cannot be injured during demonstration. Approved welding screens will be required for welding equipment. (See permit section for use of compressed gases).

Machinery

Operation of any electrical, mechanical, or dust-producing equipment, which incorporates moving parts or could cause injury to the public require protection around machinery for the viewers' protection if safeguards are not currently in place. (This does not apply to normal electrical appliances such as lamps, computers, radios, etc.).

Candles

Use of any decorative candles must be securely supported on a substantial non-combustible base so located as to avoid danger of ignition of combustible materials. The candle flame shall be protected by a non-combustible container.

Helium

Helium cylinders shall be secured in an upright position.

Fire Places

All appliances shall be U.L. approved and a protective screen shall be provided in front of the fireplace. All natural gas connections shall be conducted by a licensed plumbing contractor through the Official Service Contractor.

Class III or Greater Lasers

Lasers must be self contained inside equipment and shall not scan the audience. Lasers used for any other purpose require Fire Department approval.

THE FOLLOWING ITEMS REQUIRE A SHOW PERMIT:

Note: A Show Permit form shall be submitted for approval a minimum of 14 days prior to show opening.

Flammable or Combustible Aerosols/Liquids

Describe the use and amounts needed on the attached Show Permit form. Include the Material Safety Data Sheet (MSDS) for the product. Quantities may be limited

Hazardous Materials

Describe the use and amounts needed on the attached Show Permit form. Include the Material Safety Data Sheet (MSDS) for the product. Quantities may be limited. Hazardous materials are defined in the 2001 California Fire Code.

Open Flame

The Trade Show Inspector must be contacted prior to completing the attached Show Permit form if open flame is being used for theatrical purposes or demonstrations.

Propane

Propane that is used in very small quantities (17 ounces or less) for cooking purposes may be approved based on certain conditions.



Payment Authorization

Please return promptly to: American Exposition Services ● 1627 Main Ave., Ste.2 ● Sacramento, Ca 95838 ● ph 916-925-3976 ● efax 866-558-3316

	O Conferenc Hotel – May 4-6,	_			count Deadline: April 27, 2011		
Company Name:				Booth(s):			
Street Address:				Booth Size:			
City: State:							
Contact:	Phone	:	Fax:	Email:			
	,	METHOD O	F PAYMENT				
YOUR SIGNATURE BE	LOW DENOTES ACCEPTA			CLUDED IN YOUR EXH	HIBITOR SERVICE MA	NUAL.	
Check Amount: \$ Check: #							
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 or services rendered during this event. These charges may include American Exposition Services, Inc. or any charges which American Exposition Services, Inc. may be obligated to pay on behalf of Exhibitor, including without limitation, any shipping charges or material handling. Please complete the information requested below: Please check the appropriate card: American Express Visa MasterCard							
Account Number:				Expiration	Date:		
			Secu	rity/Customer (Code:		
XAuthorized Signature			XAuthorized	d Name – Please P	rint	Date	
Billing Address (if different from				I	Т		
Address:	Cit	y:		State:	Zip:		
		PAYMEN'	T POLICY				
PAYMENT FOR SERVICES Full payment for services must be include authorization with your initial order. For you your account for services, which may including differ from the initial order.	ir convenience, we will use this	authorization to charge	Services, Inc., the above	cts work to a display hous re terms shall apply. Each	h exhibiting company is u		
METHOD OF PAYMENT American Exposition Services, Inc. accepts cash, check, Visa, MasterCard or American Express. We do not accept purchase orders as payment. All funds must be U.S. Funds drawn on a U.S. Bank. Note: A \$25.00 fee will be charged for declined credit cards and returned NSF checks. All forms of payment require a credit card backup. ADJUSTMENTS & CANCELLATIONS All grievances must be made before the close of the event. Any questions or concerns regarding services can be made at our service desk during event hours. No credits will be issued after the close of the event. Orders cancelled by the exhibitor are subject to cancellations fees equal to 50%-100% of the total order, based upon the status of move-in, work performed and/or American Exposition Services set-up costs or expenses.							
DISCOUNT PRICING In order to qualify for discount pricing, w deadline date above. NO EXCEPTIONS.	e must receive your full orde	. , ,	conclusion of the event	to late fees up to 1.5% p , or balance left without a			
		CALCU	LATION				
FURNITURE & ELECTRICAL ACCESSORIES SERVICES	ELECTRICAL LABOR	CARPET	INSTALLATION LABOR	DISMANTLE LABOR	MATERIAL HANDLING	OTHER MATERIAL HANDLING	
SIGN & BANNER SIGNS HANGING	BOOTH PACKAGE SPECIAL	A/V	CLEANING	EXHIBIT RENTALS	OTHER:	TOTAL ORDER:	



Inbound Shipments / Material Handling

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IMPORTANT!

If your exhibit requires more materials than can be carried by hand, by one person in one trip, without the use of dollies, hand trucks, or other mechanical equipment you must order material handling services.

- American Exposition Services Inc. is the official material handling contractor for this event, and will have jurisdiction on the
 operation of all material handling equipment, all unloading and reloading, and handling of empty containers.
- American Exposition Services Inc. is responsible for coordination of all incoming and outgoing freight and materials at the show site. Enforcing safety regulations and maintaining clear aisles is our responsibility. Please help us by following all material handling rules and guidelines.
- This event venue has no facility for receiving and handling advance shipments. All advance shipments should be sent to the address indicated for advance shipments. All freight <u>must</u> be shipped PREPAID and labeled accordingly.
- Hotel Bellman, Show Management, Venue employees or other outside labor source are <u>not</u> to provide any material handling services on the event floor without permission from American Exposition Services, Inc. prior to service.

Determine your method of inbound shipment and material handling needs.

Services available for this event are:

Advance Warehousing

Direct Shipments to Show Site

POV Valet Cart Service

Advance Warehousing: Shipments will be received up to 30 days (see schedule) prior to event move-in at the designated warehouse address (see "A" shipping label) and delivered to exhibit space upon move-in. Please read all rules and regulations pertaining to this service.

Label each piece of freight using the shipping label "A" and fill in information where indicated for delivery.

Direct Shipments to Show: Shipments will be received at show site address (see "D" shipping label) during move-in days and hours designated and delivered to exhibit space. Please read all rules and regulations pertaining to this service. Please do not ship materials to

arrive any earlier than May 4, 2011. Early shipments may result in excess charges or refusal.

POV Valet Cart Service: POV=Personal Owned Vehicle cart service will be available during exhibitor designated move-in hours only. Valet Cart

Service is provided on a first come, first served basis to those exhibitors using their own vehicles. Workers will unload your materials onto rolling carts or pallets, which we will provide, and move directly to your booth space. Your vehicle must not be left unattended at any time. If you wish to accompany your materials to your booth, someone must remain with your vehicle

and be able to move it from the loading zone as soon as loading is completed.

The loading zone is located at: The front of the Monterey Portola Hotel

2. Prepare your shipment.

- (A) For Advance and Direct shipments please use labels provided in this packet marked "A-Advance" or D-Direct". Please fill in the information requested and place one label on each piece. Print extra labels as needed. Extra labeling may be required by your shipper. Because of the 200 lb. minimum charge for Advance and Direct shipments, consolidate shipments when applicable to save on extra charges (see below).
- (B) Contact your preferred carrier for pickup and delivery to the appropriate address according to the appropriate dates. Please keep record of all tracking information to confirm delivery. The preferred LTL freight carrier for this event is UPS Freight. They can be reached at (800) 988-9889 or on the web at www.upsfreight.com/tradeshow. Please remember all shipments must be sent prepaid.
 Tip: You may want to schedule your return shipment, and prepare return labels and documents during this same time.

Complete and return the Material Handling Order Form and Payment Authorization Form.

If you plan to send materials or use any other material handling services, a completed Material Handling Order Form and Payment Authorization Form must be returned prior to completion of service. Delays and/or surcharges may be incurred without a completed order and payment. Please read Material Handling Rules & Regulations prior to sending your order.

Tips to Save on Material Handling

Remember, separate shipments received are weighed and billed as separate minimums.

Consolidate shipments - when total weight is less than 200 lbs.

For Example:

3 Separate Shipments

60 lbs. charged @ 200 lbs. \$111.30

52 lbs. charged @ 200 lbs. \$111.30

65 lbs. charged @ 200 lbs. \$111.30

Total: \$333.90

1 Consolidated Shipment

3 pieces (one shipment)

177 lbs. charged @ 200 lbs. \$111.30

Total: \$111.30

*Added Benefit: your smaller items are less likely to get misplaced when packaged with larger items.





UPS Freight[™] Trade Show Services

Simplified shipping solutions

Inbound to the show

- Contact with a trade show specialist provides the right solution for moving your exhibit to and from the show—well before it begins.
- Advance warehousing streamlines the shipping process prior to shows and ensures priority delivery to the show floor.
- Round-the-clock tracking capabilities give you real-time information on exhibit materials and your booth.

Outbound from the show

- On-site UPS representatives advise on freight and package transportation options.
- Our full range of freight and package services includes ground or air service, as well as guaranteed* and time-definite urgent services.
- Coordinated package and freight pickups at the show help get you to the airport on time.

Contact Trade Show Services at 800.988.9889 or via email at tradeshow@upsfreight.com.



A complete range of services from the carrier you know and trust

Freight services:

- Ground freight
- Air freight
- Urgent

Package services:

- Ground
- Air
- International

UPS Freight[™] Trade Show Services

Dedicated trade show experts available at 800.988.9889 or via email at tradeshow@upsfreight.com

Full range of services

Urgent

- Time-specific delivery by air or ground
- Expedited air and ground to and from shows

Standard

• Intact and on-time delivery from coast to coast or within the same city (two to five days, standard time)

Package

• On-site coordination of package and freight shipping

Tips for smoother trade show shipping

- Remove all old shipping labels and affix new shipping labels.
- Take advantage of our advance warehouse capabilities to eliminate tight delivery windows.
- Include deliver-by date on bill of lading for advance warehouse shipments.
- Include target (move-in) date on bill of lading if shipping directly to show site.
- Include booth number and phone number on bill of lading and on freight and package labels.

Online resources

- 24/7 shipment tracking provides real-time visibility
- Electronic bills of lading streamline shipment processing

Visit us at: upsfreight.com/tradeshow or call 800.988.9889

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Multimodal capabilities







^{*} In the event that UPS Freight fails to deliver the shipment by the agreed time and date, freight charges will be canceled. UPS Freight is not liable for any consequential damages arising from failure to deliver as agreed. See UPS Freight's Tariff and Terms and Conditions at ltl.upsfreight.com and any other applicable contract, as other restrictions may apply.



Shipping & Mat. Handling Guidelines / Terms

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Material Handling is the unloading of your exhibit materials, delivery to your booth, handling of empty containers to and from storage, and removal of your materials from your booth for reloading onto your outbound carrier. This is not to be confused with the cost to transport your exhibit material to and from the event.

Benefits of Advance Shipping to the American Exposition Warehouse

- · Storage of materials for up to 30 days prior to your show.
- Delivery of Shipments to your booth by the first day of move-in (schedule permitting)
- Some convention centers and hotels do not have facilities for receiving or storing freight. Saves valuable set-up time.

How to ship in Advance to the American Exposition Warehouse

- · Remove all old shipping and empty storage labels
- · Fill out and attach enclosed Advance Shipping labels.
- Complete the enclosed Material Handling Order Form. Remember to confirm receipt of your shipment prior to leaving for the show.
- All shipments must have a bill of lading or delivery slip showing the number of pieces, weight, and type of merchandise.
- Certified weight tickets must accompany all shipments. Take the time to ensure that your display and products are packed neatly and securely.
- Do not ship uncrated materials to warehouse
- Rates are based on incoming weights only. Where weight tickets are not available, our estimated weights will be used.
- Separate shipments received will be weighed and billed as separate minimums.

How to ship to Exhibit Site

- Consign all shipments c/o American Exposition Services.
- Remove all old shipping and empty storage labels.
- · Fill out and attach enclosed Direct Shipping labels.
- · Complete the enclosed Material Handling Order Form.
- All shipments must have a bill of lading or delivery slip showing the number of pieces, weight, and type of merchandise.
- · Certified weight tickets must accompany all shipments.
- Take the time to ensure that your display and products are packed neatly and securely.
- Rates are based on incoming weights only. Where weight tickets are not available, our estimated weights will be used.
- Separate shipments received will be weighed and billed as separate minimums.

Freight Carriers

Select a carrier with experience in handling exhibition materials. Make sure to give your carrier explicit information as to where and when to check in. Delivery and pick up times are often out of the range of "normal" delivery hours. Make sure your carrier is committed to meeting your target dates and times. While making shipping plans to the show also plan for the return shipment if necessary.

Confirm your delivery date and time with your carrier, and have all pertinent shipping information in the hands of your representative at show site. You may also want to review the return of your goods at the end of the show.

Estimating Material Handling Charges

Handling charges are based on the weight of the freight. Shipments are billed by the hundred weight and rounded up to the nearest hundred. Minimum per Shipment may apply, see enclosed Material Handling Order Form for details. Please prepay all shipping charges -AES cannot accept or be responsible for collect shipments. Crated and uncrated shipments must be separated and clearly identified on separate bills of lading with separate weight tickets -otherwise AES will invoice the entire load at the Uncrated rate.

- 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.
- Uncrated Material that is shipped loose or pad-wrapped, and/or unskidded machinery without proper lifting bars or hooks.
- Special Handling Defined as shipments that are loaded by cubic space and/or packed in such a manner as to require special handling, such as ground loading, side door loading, constricted space loading and designated piece loading or stacked shipments. Also included are mixed shipments and shipments without proper delivery receipts. Fed Ex, UPS, DHL included.
- Overtime Surcharges Shows that move-in or move-out on weekends or late in the day may be subject to overtime surcharges. See enclosed Material Handling Order Form for details.
- Late Surcharges A surcharge will apply if advance freight is received after the published deadline date for shipments to arrive at the warehouse. See enclosed Material Handling Order Form for details.
- Shipment Surcharges A surcharge will apply if shipments are received with incomplete information on shipping labels identifying company name and booth number and/or shipments that are left on the show floor at the end of the show with no labels and no bill of lading turned in.

Payment Policy

Full payment must accompany each order. Please use the Payment & Calculation Form included in the exhibitor packet. If you are paying by check we must also have a credit card on file for additional charges and weight adjustments. Materials received without full payment on file will be billed at the late shipment rate which is a 25% surcharge.

Storing Empty Containers

Properly labeled empty shipping cartons will be picked up, stored, and returned after the show. Labels are available at the AES Service Desk and are for empty storage only. Depending on the size of the show, it can take from two to twelve hours to return empty crates. Do not store any items in crates marked "empty."

Outgoing Shipments

An Outbound Material Handling Form / Bill of Lading) must accompany all outgoing shipments. Shipping information, outbound forms and labels will be available at the AES Service Desk. Exhibitors selecting non-official carriers will need to make their own arrangements for pickup. Make sure that someone from your company will be on-site to oversee the outbound shipment of your display and product.

AES is not responsible for shipments left on the show floor by the Exhibitor. We will count and ship pieces as we find the shipment.

At the close of the show, if carriers fail to pick up or refuse to accept shipment, we reserve the right to reroute such shipments, or haul material to a warehouse pending advice from the exhibitor who will be charged accordingly for this service. No liability will be assumed as a result of such rerouting or handling (AKA – force freight). See Material Handling Order Form for rates.

Machinery Labor and Equipment

Labor and equipment for uncrating, unskidding, positioning, leveling, dismantling, recrating, and reskidding machinery and/or equipment must be ordered separately. Place your order for this labor using the Installation & Dismantle Services order form. If your material requires specialized rigging equipment, please notify us promptly so that we can make arrangements. When possible, supply your own rigging equipment with shipments and pre-rig your material.

Insurance

All of your goods should be insured by your own insurance policy. Although we do our best to handle your goods as our own, there are many variables in shipping and handling that can affect your exhibit and products. AES has published Rules & Regulations within this service manual. Please read them carefully. It is recommended that your goods be insured.

American Exposition Services Limits of Liability & Excess Declared Value

- AES will not be responsible for any shipping or associated charges, Exhibitor agrees to indemnify and hold AES harmless for any claims or disputes regarding such charges. These charges are between Exhibitor and the carrier.
- AES shall not be responsible for any concealed damage, damage to uncrated materials, or materials improperly packed.
- AES shall not be responsible for loss, theft, or disappearance of Exhibitor's materials after they have been delivered to Exhibitor's booth.
- AES shall not be responsible for any loss, damage, or delay caused by events beyond its reasonable control, including without limitations, fires, floods, earthquakes, weather, lockouts, strikes or other labor disputes.
- AES shall not be liable to any extent whatsoever for any special, consequential, indirect, incidental or punitive damages. As such, AES shall not be liable for any actual, potential, or assumed loss of profits or revenues, or any collateral costs, which may result from loss of or damage to Exhibitor's materials.
- Liability AES is liable for loss or damage to your goods only if the loss or damage was caused by AES negligence.
- Measure of Damage If AES was negligent and the negligence caused either loss or damage to your goods, then the measure of that damage will be determined by the following:
 - a. Measure of damages in all situations (including b. & c. below) will be limited by the **Depreciated Value** of the goods or repair costs, whichever is less.
- b. The lesser of \$0.30 per pound per package, \$50 per item, or \$1000 per shipment.
- c. Damages will be limited to a declared value, if you fill in a **Declared Value Amount**, check the box requesting **Excess Declared Value**, and pay the appropriate charges for **Excess Declared Value**. (Maximum allowed declared value \$50,000)
- Cost Excess declared value available from AES for \$1.00 per \$100 of excess valuation. (\$50.00 minimum charge per request)
- Not Insurance Excess declared value is not insurance. AES does not offer
 or sell insurance. AES is not liable and will not owe for loss or damage to your
 goods if the damage or loss was not caused by AES negligence.



Material Handling Order Form

Please return promptly to: American Exposition Services ● 1627 Main Ave., Ste.2 ● Sacramento, Ca 95838 ● ph 916-925-3976 ● efax 866-558-3316

CPCA CFO Conference Portola Monterey Hotel – May 4-6, 2011					[Discount Deadline: April 27, 2011		
Company Name:						Booth(s):		
Contact:			Phone:			Email:		
CRATED/ SKIDDED Material that is skidded or is in any type of shipping container that can be unloaded at the dock with no additional handling required						dditional handling		
UNCRATED		·	shipped loose or pad	d wrapped,	and/or unskidded mad	chinery without proper lifting bars or	hooks	
SPECIAL HANDLING Material delivered by the carrier in such a manner that it requires additional handling, such as these types of unloading: ground, side door, constricted space, designated piece, mixed loads, and/or stacked shipments. Fed Ex, UPS and DHL shipments are included in this category.								
Seter instrudor Lin	and a set arotated from				CAN EXPOSITION WA		of circles on storing	
and returning empty days will be charge	y shipping container d additional fees. A	rs; and reloading freight AES will accept uncrated	nt for return to your specified	ed destination f		site; unloading freight and delivery to your boo freight will be accepted at warehouse. Freight in charge per shipment.		
RATE FOR: ADVANCE		ATED	"ADVANCE ST/ST" rate	e is advance	received freight that will be	handled on straight time both ways. Change	s mav result in higher	
ST/ST	\$69.56/ CV	VT (100 lbs.)	rates.		T to EXHIBIT SITE			
						ading freight for return to your specified destina	ition from exhibit site.	
There will be a 200 RATE FOR:	0 lb. minimum char CR/	rge per shipment. ATED	UNCRATED					
DIRECT ST/ST	\$63.00/ CV	VT (100 lbs.)	\$94.50/ CWT		/ST" rate is direct received f	reight that will be handled on straight time b	ooth ways. Changes	
			SPECI	AL HAND	LING SHIPMENT			
	ad wrapped material					cked or constricted space unloading, designated time, equipment or labor to unload. <i>There will</i>		
RATE FOR:	SPECIAL	. HANDLING						
SPECIAL	\$90.44/ CV	VT (100 lbs.)	shipments are included	d in this cate	gory.	vithout advanced orders or payment on file.	Fed Ex, UPS and DHL	
Rates include: Un	loading of small car	rtons or envelopes and			AGE SHIPMENT er or outbound service. These	are items that do no ship out. Only Fed Ex, Ul	PS or DHL shipments.	
RATE FOR:	SMALL	PACKAGE	- -					
SMALL PACKAGE		1 st Carton ch Additional	"SMALL PACKAGE" madelivered without guara			Cartons and envelopes received without do	cumentation will be	
Potes include: Or	- warker and a 3'v				HICLE UNLOADING	LOADING (POV)		
Rates include: Or RATE FOR:			•	`	mon carrier) to exhibit booth.	4.00 Overstimes All other times Cotunds	Cumdous Holidovo	
POV	ST/ST	ST/OT		"VALET CAF	RT" maximum weight per loa	4:30 pm. Overtime: All other times, Saturda ad is 200 lbs. Includes small autos and pick	up trucks that do not	
CARTLOAD	\$90.00/cart	\$112.50/cart		require forkl overtime.	ift. Select rate by move-in ti	me and move-out time based on "ST" straig	ht time and "OT"	
			F	LACE OR	DER HERE			
Our shipment	will be delive	red to:	American Exposition	Warehous	e Exhibit Site		1	
We are shippi	ng	lbs. @ \$	<u>'</u>	_per 100 lb	os.(200 lbs. min per shi	ipment, round up by 100) =	\$	
	POV Cartload		cartlo		lbs. max per cart)	=	\$	
Advance Dates:		S FOR SHIPMENTS:		exhibit	ing this order the tor agrees that they have	Total Estimated Charges	\$	
04/27/2011: Last d	ay for shipments to	iving at American Expo arrive at warehouse wit fused after this date.		and the	ed the payment policy e rules and regulations ling to American	30% Late Arrival Surcharge	\$	
Direct Dates: 05/04/2011: Direct	shipments may beg	gin arriving at the exhibi	vit site.	Exposi	ition Services regarding and material handling.	Total Due		
We understand the	5/06/2011: Last day for shipments to arrive at exhibit site. (e understand that your calculation is only an estimate. Invoicing will be done on the actual inbound weight. Adjustments will be made accordingly.							



Outbound Shipping Instructions

American Exposition Services • 1627 Main Ave., Ste.2 • Sacramento, Ca 95838 • ph 916-925-3976 • efax 866-558-3316

PICKUP ADDRESS

Monterey Portola Hotel Two Portola Plaza Monterey, CA 93940

STEP BY STEP INSTRUCTIONS

- STEP 1: NOTIFY DESIGNATED CARRIER OR EXHIBITOR PREFERRED CARRIER OF PICK UP. NOTE SPECIAL PICKUP TIMES.
- **STEP 2:** PICK UP AND FILL OUT AMERICAN EXPO BILL OF LADING AND OTHER NECESSARY PAPERWORK AT THE AMERICAN EXPO SERVICE DESK.
- STEP 3: FILL OUT ALL NECESSARY SHIPPING LABELS (GENERIC OR CARRIER SPECIFIED).
- STEP 4: PACK UP ALL OUTBOUND SHIPMENTS, LABEL EACH PIECE, AND INDICATE PIECE COUNT ON BILL OF LADING.
- **STEP 5:** LEAVE ALL FREIGHT INSIDE BOOTH SPACE (EXCEPT FOR SMALL ITEMS) AND RETURN BILL OF LADING TO THE SERVICE DESK ONCE ALL FREIGHT IS READY FOR OUTBOUND SERVICE.

PAPERWORK YOU NEED

If you are shipping freight and materials out of the event an outbound Bill of Lading must be prepared for each shipment destination and turned into the American Expo Service Desk prior to leaving the exhibit area. This is in addition to any Freight Bills provided to you by your shipper. Shipping information, forms and shipping labels will be available at the Service Desk. Make sure that someone from your company will be on site to oversee the outbound shipment of your display and product.

DESIGNATED FREIGHT CARRIER

UPS Freight has been chosen as the designated freight carrier for this show and will be available at the close of the show to pick-up any outbound freight you may have. All material handling, return to warehouse, and/or storage charges must be settled before a shipment will be released to any carrier. Labels and Bills of Lading will be available at the service desk for your use prior to the close of show.

EXHIBITOR SELECTED CARRIERS

Should you prefer to use a carrier other than UPS Freight, you, the Exhibitor, are responsible to make the necessary arrangements for them to pick-up your materials at the close of the show. In the event your designated carrier fails to make the pick-up at show site during the designated break down time (below), American Exposition reserves the right to force any shipment onto UPS Freight LTL in order to be able to clear the facility by the required deadline. As part of the material handling charges, we will gladly load other carriers, but we are not able to make pick-up arrangements on your behalf with other carriers. Carriers should arrive prepared with the company name, number of pieces, and destination for any shipment they have been designated to pick-up. All material handling, return to warehouse, and/or storage charges must be settled before a shipment will be released to any carrier.

If you choose to use **FedEx, UPS, DHL** or any other small package carrier, please make sure you have prepared and attach the appropriate shipping documents with your account clearly visible. These carriers have very specific requirements regarding this type of service, and it is your responsibility to make sure they are met. Please schedule and confirm pickup during designated hours only and notify the service desk by completing an outbound bill of lading.

MATERIALS LEFT ON EXHIBIT FLOOR AT CLOSE OF SHOW

Materials and/or freight abandoned without proper paperwork on file or for shipments not picked up at the show site by your designated carrier will either be forced using UPS Freight or will be returned to our warehouse (our choice). Materials returned to our warehouse will incur a return to warehouse fee (minimum \$200.00) along with storage charges when applicable.

IMPORTANT TIMES

11:00 am Close of show

11:00 am – 1:00 pm Freight carriers may check-in for pick-up and outbound shipping

1:00pm All freight not pickup up by carriers will be forced with UPS Freight or loaded onto AES trucks.

SHIPPING MATERIALS & SERVICES (see Service Desk)

Generic Shipping Labels

American Expo Bill of Lading

Packing Tape (2", clear box tape)

Stretch Wrap Service (includes labor and materials)

Complimentary

\$5.00/Roll

\$40.00/Pallet

Banding Service (includes labor and materials)

\$45.00/Pallet



WAREHOUSE

EXHIBITION FREIGHT

Delivery Dates
April 4, 2011 – April 27, 2011

C/O: AMERICAN EXPOSITION SERVICES 1627 MAIN AVE. STE 2 SACRAMENTO, CA 95838

CPCA CFO CONFERENCE

BOOTH #:____

CARRIER______# ____ OF _____



american exposition services, inc.



WAREHOUSE

EXHIBITION FREIGHT

Delivery Dates
April 4, 2011 – April 27, 2011

TO: (EXHIBITORS NAME)

C/O: AMERICAN EXPOSITION SERVICES 1627 MAIN AVE. STE 2 SACRAMENTO, CA 95838

CPCA CFO CONFERENCE

BOOTH #:_____

CARRIER_____ # ____ OF ____



american exposition services, inc.



SHOW SITE EXHIBITION FREIGHT

Must Arrive
May 4, 2011 (8:00am – 4:00pm)

TO:	
	(EXHIBITORS NAME)

C/O: AMERICAN EXPOSITION SERVICES
MONTEREY PORTOLA HOTEL
TWO PORTOLA PLAZA
MONTEREY, CA 93940

CPCA CFO CONFERENCE

BOOTH #:_____ OF ____



american exposition services, inc.



SHOW SITE EXHIBITION FREIGHT

Must Arrive
May 4, 2011 (8:00am – 4:00pm)

ΤΟ:		
	(EVHIDITODS NAME)	

C/O: AMERICAN EXPOSITION SERVICES
MONTEREY PORTOLA HOTEL
TWO PORTOLA PLAZA
MONTEREY, CA 93940

CPCA CFO CONFERENCE

BOOTH #:			-
CARRIER	#	OF _	
	aes		

american exposition services, inc.

standard furnishings

what furnishings are included in my booth space?

Each event is different, so please read the Show Bulletin page included in the service manual to determine what furnishings are included with each booth space.

questions?

If you don't see what you're looking for or have questions, be sure to contact our exhibitor representatives at the number provided or at info@american-expo.com. Additional information may be available at www.american-expo.com.

American Exposition Services 1627 Main Ave. Ste. 2 Sacramento, CA 95838 Main 916.925.3976 Fax 916.925.3975 eFax 866.558.3316



tip

To save money, make sure and place your orders by the discount deadline indicated on each order form.

comfort, style and convenience are found here

American Exposition Services is continually increasing our already vast inventory of event furnishings and decor. As an exhibitor, you want a reaction from your guests, and there's no better way to set yourself apart.

Working within your budget, our helpful staff is not only a key part of your pre-show planning process, but we also often carry extra furnishings on-site for those last minute additions. Allow us to help you create your own stylish look or simply supply you with various comforts and convenience.

our most popular



chairs / stools



racks & accessories



AGAM displays & accessories



draped tables



pedestal tables



standard furnishings

chairs



contour side chair



padded side chair



padded arm chair



padded stool

draped tables



draped table & counter

black navy burgundy gold silver plum red royal teal white

pedestal tables



pedestal table 30" high

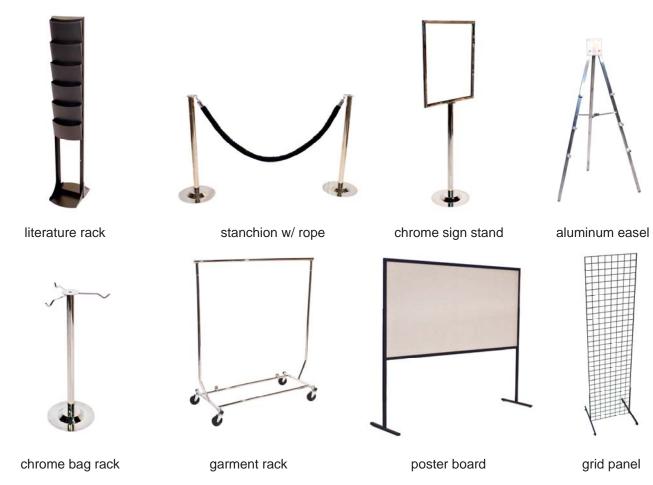


pedestal table 42" high



standard furnishings

racks & accessories



AGAM displays & accessories



gondola



pegboard



meter counter



meter radius counter





Standard Furnishings Order Form

Please return promptly to: American Exposition Services ● 1627 Main Ave., Ste.2 ● Sacramento, Ca 95838 ● ph 916-925-3976 ● efax 866-558-3316

CPCA CFO Conference

Portola Monterey Hotel - May 4-6, 2011

Discount Deadline:

April 27, 2011

Compan	y Name:					Boo	oth(s):			
Contact:			lnı			Ema	Email:			
Contact.			Phone:		Emuli.					
					•					
	DRAPEI ALL TABLES ARE	O TABLES 24" WIDE X 30	" HIGH				HAIRS &			
	If no color is selected, we			rs .	Qty.	Descriptio		Discount	Regular	Total
Select Skirt Color: ☐ Royal ☐ Black ☐ R			I □ Silver	☐ Green		Plastic Contour Ch	nair	\$39.38	\$51.19	
	□ Burgundy □ Navy □ Te	al □ Gold i	□ Plum □ \	Nhite		Chrome Padded C	Chair	\$45.94	\$59.71	
Qty. Description Discount Regular Total Padded Arr			Padded Arm Chair	r	\$52.50	\$68.25				
	4' Table, Draped 4 Sides	\$78.75	\$102.37			Padded Stool w/ B		\$59.06	\$76.78	
	6' Table, Draped 3 Sides	\$91.88	\$119.44		Qty.	Descriptio	ACCESS	ORIES Discount	Regular	Total
	8' Table, Draped 3 Sides	\$105.00	\$136.50		Qty.)11			TOTAL
	4 th Side Draping, Add	\$32.81	\$42.66			Waste Basket		\$19.69	\$25.59	
Deduct 25% for unskirted 4',6'or 8' table -			_		Aluminum Easel		\$32.81	\$42.65		
DRAPED COUNTERS						Garment Rack		\$98.44	\$127.96	
ALL COUNTERS ARE 24" WIDE X 42" HIGH If no color is selected, we will match the show				°S		Chrome Bag Rack		\$98.44	\$127.96	
Select Skirt Color: □ Royal □ Black □ Red □ S			I □ Cilvor	□ Croon		Chrome Sign Stan		\$78.75	\$102.38	
Sei	ect Skirt Color. 🗖 Royai 🛄 i	black u Rec	Sliver	□ Green		Literature Rack, 6		\$223.13	\$290.06	
Otv	☐ Burgundy ☐ Navy ☐ Te Description	al Gold Discount	□ Plum □ \ Regular	White Total		2'x8' Grid Panel w	U	\$85.31	\$110.90	
Qty.	4'Counter, Draped 4 Sides	\$105.00	\$136.50	Iotai		Ticket Tumbler, Ta	able Top	\$85.31	\$110.90	
	6'Counter, Draped 3 Sides	\$126.00	\$163.80			Fish Bowl		\$52.50	\$68.25	
	8'Counter, Draped 3 Sides	\$153.56	\$199.63			Poster Board (4'x8') □Vertical -or- □Hor	rizontal	\$156.25	\$203.13	
	4 th Side Draping, Add	\$39.38	\$51.19			SF	PECIAL D	RAPING		
	Deduct 25% for unskirted 4',	, , , , , , , , , , , , , , , , , , , ,	·	_	Qty.	Descriptio	n	Discount	Regular	Total
		AL TABLES			f	8' High Draping (per	linear ft.)	\$12.50/ft.	\$16.25/ft.	
Qty.	Description	Discount	Regular	Total		3' High Draping (per		\$10.00/ft.	\$13.00/ft.	
	30" High Pedestal Table	\$144.38	\$187.69		Sel	ect Color: Royal	⊔ Black	□ Red □	Silver 🖵 Gr	een
	42" High Pedestal Table	\$177.19	\$230.34			Burgundy 🚨 Navy	/ 🗖 Teal	☐ Gold ☐	Plum 🗖 Wi	nite
		OP RISER						ICY & TOTA		
Qty.	Description	Discount	Regular	Total	and received	scount: To obtain the disc by the Discount Deadline	. NO EXCEP	TIONS.		,
	4' Table Riser, with cover	\$52.50	\$68.25		Cancellation installation.	n Charge: Items cancelle	d will be cha	rged 50% after m	ove-in begins and	d 100% after
	6' Table Riser, with cover	\$59.06	\$76.78		<u></u>					
	8' Table Riser, with cover	\$65.63	\$85.31		\$					

PAYMENT AND CALCULATION FORM MUST ACCOMPANY YOUR ORDER

executive furnishings



Lisbon Black Leather Sofa



Lisbon Black Leather Chair



Lisbon Black Leather Loveseat



Silverado Cocktail Table



Geo Cocktail Table Chrome or Black





Blueberry Cube



Raspberry Cube



White Leather Cube



Black Leather Cube



executive furnishings



Pedestal



Black Locking Pedestal



Black and Grey Kiosk



Gin Maple Barstool with Maple Bar Table



Black Banana Barstool with Brushed Red Bar Table



Altura Drafting Stool



Oyster Chair



Flex Chair





Executive Furnishings Order Form

Please return promptly to: American Exposition Services ● 1627 Main Ave., Ste.2 ● Sacramento, Ca 95838 ● ph 916-925-3976 ● efax 866-558-3316

CPCA CFO Conference
Portola Monterey Hotel - May 4-6, 2011

Discount Deadline:

April 27, 2011

Company Name:			Booth(s):
Contact:	Phone:	Email:	

Quantity	Description	WxDxH	Color	Discount	Regular	Total
	Lisbon Leather Sofa	88" x 36" x 34"	Black	\$537.00	\$805.00	\$
	Lisbon Leather Chair	40" x 36" x 34"	Black	\$350.00	\$525.00	
	Lisbon Leather Loveseat	64" x 36" x 34"	Black	\$485.00	\$727.00	
	Silverado Cocktail Table	36" x 36" x 17"	Silver	\$198.00	\$297.00	
	Geo Cocktail Table	50" x 22" x 16"	Chrome	\$187.00	\$280.00	
	Geo Cocktail Table	50" x 22" x 16"	Black	\$181.00	\$271.00	
	Pewter Floor Lamp	18" x 18" x 58"	Silver	\$111.00	\$166.00	
	Blueberry Cube Ottoman	17" x 17" x 18"	Blue	\$76.00	\$114.00	
	Raspberry Cube Ottoman	17" x 17" x 18"	Red	\$76.00	\$114.00	
	Lemon Cube Ottoman	17" x 17" x 18"	Yellow	\$76.00	\$114.00	
	White Leather Cube Ottoman	17" x 17" x 18"	White	\$76.00	\$114.00	
	Black Leather Cube Ottoman	17" x 17" x 18"	Black	\$76.00	\$114.00	
	Pedestal	24" x 24" x 36"	Grey	\$292.00	\$438.00	
	Pedestal	24" x 24" x 42"	Grey	\$303.00	\$454.00	
	Pedestal	30" x 30" x 42"	Grey	\$327.00	\$490.00	
	Black Locking Pedestal	24" x 24" x 42"	Black	\$327.00	\$490.00	
	Black and Grey Kiosk	24" x 21" x 42"	Black/ Grey	\$350.00	\$525.00	
	Maple Bar Table w/ Black Base	30" x 30" x 42"	Beige	\$152.00	\$228.00	
	Gin Maple Barstool	16" x 16" x 29"	Beige	\$140.00	\$210.00	
	Brushed Red Bar Table w/ Chrome Base	30" x 30" x 42"	Red	\$222.00	\$333.00	
	Black Banana Barstool	21" x 22" x 30"	Black	\$175.00	\$262.00	
	Altura Drafting Stool	25" x 26" x 34"	Black	\$216.00	\$324.00	
	Oyster Chair	26" x 22" x 34"	Grey/ Black	\$163.00	\$244.00	
	Flex Chair	24" x 22" x 31"	Black	\$117.00	\$175.00	

For more from this Executive Collection, please call our Exhibitor Service Representatives at 916.925.3976

Payment Policy & Total		
Prices Include: Delivery, installation, rental and removal. Orders received after the discount deadline are subject to availability and/or substitutions. Cancellation Policy: Executive Furnishings are non-refundable 10 days prior to move-in.		\$
		N/A
Advance Discount: To obtain the discount pricing, full payment must be included with your order and received by the Discount Deadline. NO EXCEPTIONS.	Total:	\$

PAYMENT AND CALCULATION FORM MUST ACCOMPANY YOUR ORDER

exhibit packages

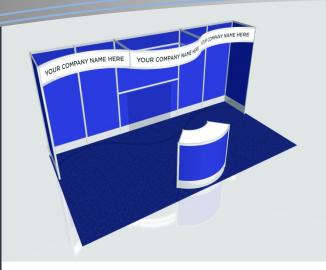
do I need graphics?

You don't need to order custom graphics as part of this exhibit package, but make no mistake that designer graphics completely change the look of these displays from great to WOW!

questions?

If you don't see what you're looking for or have questions, be sure to contact our exhibitor representatives at the number provided or at info@american-expo.com. Additional information may be available at www.american-expo.com.

American Exposition Services 1627 Main Ave. Ste. 2 Sacramento, CA 95838 Main 916.925.3976 Fax 916.925.3975 eFax 866.558.3316



tip

All of our exhibit packages include standard carpet with your choice of color, installation and dismantle of the exhibit, an identification sign, one arm light per meter panel (electrical not included) and pre-show cleaning. The packages may be customized or modified depending on your requirements.

we proudly offer AGAM modular displays

What defines your company at a tradeshow or exposition?.... Your exhibit does! Using AGAM's aluminum modular display systems, American Exposition Services offers standard package or custom built booths to create a look that both attracts business and shows off your company's assets. Our experience will help design a look unique to your company and within your budget.

Capabilities include custom booths, standard packages, table top displays, sales counters, graphic displays, offices, computer kiosks and all of the necessary accessories. If you think it, we can build it!

Advantages of a modular display unit are:

- Turnkey exhibits
- No storage, shipping or labor costs
- Unlimited design opportunities
- Multiple colors and materials to choose from

Let American Exposition Services help you build the booth that sets you apart!

color options

To complete your exhibit choose from our standard color options or we can order custom colors to make your exhibit stand out. Standard colors/ materials available are as follows:

Grey Hardwall White Hardwall

Black Hardwall





Grey Fabric

Black Fabric



Exhibit Rental Order Form

Please return promptly to: American Exposition Services ● 1627 Main Ave., Ste.2 ● Sacramento, Ca 95838 ● ph 916-925-3976 ● efax 866-558-3316

CPCA CFO Conference Portola Monterey Hotel – May 4-6, 2011				Discount Deadline: April 27, 2011			
Company Name:			Booth(s):				
Street Address:					Booth Size:		
City:		State:			Zip:		
Contact:		Phone:	Fax:		Email:		
Rental Exhibits (p All packages include one labor and opening day cl	lease refer to catalog page standard text header, standard eaning.	ge for diagrams.) I color carpet (9'x10'), one	track ligh	nt or arm light per pand	el (power not included), installation and dismantle	
and of thing any to	,	10' x 10' Re	ental E	xhibits			
				Discount	Regular	Total	
Package A				\$1510.00	\$2190.00	\$	
_			ŀ	\$1670.00	\$2422.00	\$	
· ·			ŀ	\$1835.00	\$2661.00	\$	
		10' x 20' Re	ental E	xhibits			
Package D				\$3100.00	\$4495.00	\$	
J			ŀ	\$3575.00	\$5183.00	\$	
<u>-</u>				\$3900.00	\$5655.00	\$	
		20' x 20' Re	ļ	·	<u> </u>	•	
		20 X 20 IN	allual I				
• , ,	pet cut-to-fit)		ŀ	\$8700.00	\$12,615.00	\$	
Package H (car	pet cut-to-fit)			Quote	Quote	\$	
		Table Top R	ental	Exhibits			
Package I (no be	ooth carpet or cleaning	g included)		\$350.00	\$508.00	\$	
Package J (no be	ooth carpet or cleaning	j included)		\$400.00	\$580.00	\$	
		Cust	tomize	.			
Material Type:	☐ Laminate Panels	Choose C	color:	☐ White	☐ Grey	☐ Black	
	-or- ☐ Fabric Panels (Ve	lcro friendly)		☐ Grey	☐ Black		
	□ Custom Graphics	(call me w/ quote)					
Carpet Color:	☐ Grey ☐ B	lack 🚨 Blue	Э	☐ Red	□ Teal	☐ Green	
Header:	Сору:						
	Letter Color: 🔲 B	lack 🖵 Blue		1 Burgundy □	Green 🖵 G	irey 🛚 Red	
(optional)	Graphic Logo Heade	Qty	<i>'</i> .	\$150.00	\$225.00	\$	
Payment Terms & Total							
Advance Discount: To obtain the discount pricing, full payment must be included with your order and received by the Discount Deadline. NO EXCEPTIONS. Cancellation Charge: Items cancelled within 7 days of move-in will be charged 50% and 100% after installation. Custom order items will not be subject to credits.							



Exhibit Rental Accessories

Please return promptly to:
American Exposition Services ● 1627 Main Ave., Ste.2 ● Sacramento, Ca 95838 ● ph 916-925-3976 ● efax 866-558-3316

CPCA CFO Conference Portola Monterey Hotel – May 4-6, 2011			Discount Deadline: April 27, 2011			
Compan	y Name:	Booth(s):				
C++ A	11			D4 - C:		
Street A	adress:			Booth Size:		
City:		State:		Zip:		
Contact:		Phone:	Fax:	Email:		
		Cou	nters			
Qty.		Description		Discount	Regular	Total
	½ Meter Pedestal (½ mete	er x ½ meter x 42"high)		\$225.00	\$326.25	\$
	1 Meter Counter w/ doors	(1 meter x 1/2 meter x 42" h	igh)	\$325.00	\$471.00	\$
	1 Meter Radius Counter (1	1 meter x 1/2 meter x 42" hig	h)	\$500.00	\$725.00	\$
	1 Meter Radius Counter w	/ doors (1 meter x 1/2 meter	x 42" high)	\$750.00	\$1087.50	\$
	2 Meter Counter w/ doors	(2 meter x 1/2 meter x 42" hi	igh)	\$650.00	\$942.50	\$
	Counter Shelf (inside)			Quote	Quote	\$
	Cabinet Lock				\$29.00	\$
Material Type & Color: Laminate Panel Color: White Grey Black -or- Grey Black Display Racks						
	Gondola- single sided (1 n	neter x 4' high) w/ two shelv	/es	\$295.00	\$427.75	\$
	Gondola- double sided (1	meter x 4' high) w/ two she	lves per side	\$395.00	\$572.75	\$
	Gondola- single sided (1 n	neter x 8' high) w/ four shel	ves	\$360.00	\$522.00	\$
	Gondola- double sided (1	meter x 8' high) w/ four she	lves per side	\$460.00	\$667.00	\$
	Pegboard w/ base (1 mete	er x 8' high) white only	-	\$225.00	\$326.25	\$
	Meter Board Panel w/ bas	e (1 meter x 8' high)		\$225.00	\$326.25	\$
Mate	Material Type & Color: ☐ Laminate Panel Color: ☐ White -or- ☐ Fabric Panel (Velcro Friendly) Color: ☐ Grey				□ Black	
		Other Ac	cessories			
	Halogen Arm Light (100W) use only on rentals		\$75.00	\$108.75	\$
Halogen Arm Light (100W) use only on rentals Flat Shelf (37" x 12") use only on rentals				\$55.00	\$79.75	\$
					\$79.75	\$
	Angled Shelf (37" x 12") use only on rentals Literature Pocket (for 8 ½" x 11" material)			\$55.00 \$25.00	\$36.25	\$
		,		¥20.00	1 400.20	Ψ
		Payment Te	erms & Total			
Advance Discount: To obtain the discount pricing, full payment must be included with your order and received by the Discount Deadline. NO EXCEPTIONS. Cancellation Charge: Items cancelled within 7 days of move-in will be charged 50% and 100% after installation. Custom order items will not be subject to credits.			\$			

PAYMENT AND CALCULATION FORM MUST ACCOMPANY YOUR ORDER

carpet

does carpet come with my booth?

Be sure to check the Show Information page of the Exhibitor Service Manual. It will indicate what the floor surface is and if booth carpet is included in your booth space. Many locations have preexisting carpeting, but it may contrast your exhibit colors. Our carpet options can add the finishing touch.

questions?

If you don't see what you're looking for or have questions, be sure to contact our exhibitor representatives at the number provided or at info@american-expo.com. Additional information may be available at www.american-expo.com.

American Exposition Services 1627 Main Ave. Ste. 2 Sacramento, CA 95838 Main 916.925.3976 Fax 916.925.3975 eFax 866.558.3316



tip

If you are covering a concrete or hard surface floor, carpet padding will add that extra cushioning you'll notice at the end of the day.

Please remember that these are samples, so actual colors may vary slightly.

to cover or not to cover...

Whether it's for vanity or comfort American Exposition has you covered when it comes to exhibit carpeting. Our Standard, Custom Cut, or Premier carpet selections come in a variety of colors and classifications that are sure to suit your needs. Please see our color samples below to help select the best option for your space.







american exposition services, inc.



Carpet orders are non-refundable.

Carpet Order Form

Please return promptly to: American Exposition Services ● 1627 Main Ave., Ste.2 ● Sacramento, Ca 95838 ● ph 916-925-3976 ● efax 866-558-3316

	CPCA CFO Conference Portola Monterey Hotel – May 4-6, 2011			Discount Deadline: April 27, 2011		
Company 1	Name:				Booth(s):	
Contact:		Pho	one:		Email:	
			OTANDADD	OARRET		
		Standard C	STANDARD arpet price includes deliver		d removal.	
		cut carpet is required for	•			•
	MULTIP	PLE LENGTHS IN TH	IE SAME COLOR	ARE NOT AVAIL	ABLE. NO EXC	CEPTIONS.
		<u></u>	t color: If no color is se	·		
	□ Black	□ Red	re approximate and serve as an	□ Burgundy	☐ Grey	□ Green
Qty		Description		Discount	Regular	Total
		9' X 10' Booth Carpe	et	\$150.00	\$195.00	\$
		9' X 20' Booth Carpe	et	\$270.00	\$351.25	\$
		9' X 30' Booth Carpe		\$390.00	\$507.50	\$
		Custom cut ca	JSTOM CUT-T0- FIT – rpet pricing includes deliver om cut carpet may not be a	ry, installation, all taping	and removal.	
		Calculate square fe		X WIDTH	=SQ. FT	
	ft	Custom Cut Booth Car	rpet	\$2.56/sq ft	\$3.33/sq ft	\$
			PREMIER (CARPET		
		Premier Carpet (28 oz.)	price includes delivery, ins		covering and removal.	
	☐ Cabernet	☐ Navy	Select a Carpet C ☐ Red		I Mocha	☐ Silver
	☐ Black	☐ Oceanic	☐ Emera	_	White	☐ Charcoal
		Calculate square fe	et: LENGTH	~ ···· <u></u>	=SQ. FT	
	ft	Custom Cut Booth Ca		\$3.75/sq ft	\$4.88/sq ft	\$
		Pri	CARPET PADDING ce includes delivery, install		al.	
Calculate square feet: LENGTHX WIDTH =SQ. FT A minimum order of 100 square feet is required.						
Qty		Description	7	Discount	Regular	Total
		Carpet Padding- 1/2	,	\$1.00/sq. ft.	\$1.30/sq. ft.	
		Visqueen Plastic Cove	ring	\$0.63/ sq. ft.	\$0.81/sq. ft.	
			DAVMENT BOLL	CV & TOTAL		
Advance Dis	scount: To obtain the disc	count pricing, full payment must be	PAYMENT POLI included with your order and re		dline. NO EXCEPTIONS.	
Cancellation Charge: Any Standard Carpet cancelled will be charged 50% after move-in begins and 100% after installation. Custom Cut Carpet and Premier						

PAYMENT AND CALCULATION FORM MUST ACCOMPANY YOUR ORDER



Booth Cleaning Order Form

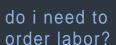
Please return promptly to: American Exposition Services ● 1627 Main Ave., Ste.2 ● Sacramento, Ca 95838 ● ph 916-925-3976 ● efax 866-558-3316

	CPCA CFO Conference Portola Monterey Hotel – May 4-6, 2011		Discount Deadline: April 27, 2011		
Company N	lame:		Booth(s):		
Contact:	Phone:		Email:		
BOOTH CLEANING SERVICES To ensure your booth is show-ready, specify your requirements below. Please call us if you have a special need. American Exposition Services, Inc. is the official cleaning contractor for your show and will handle all cleaning services on the show floor. Booth Cleaning price includes vacuuming and/or sweeping of booth and emptying of any waste baskets. Calculate Quantity: (# OF DAYS) X (# OF BOOTHS) =Qty					
Qty	Description	Discount	Regular	Total	
	Booth Cleaning- Before Show Opens Only	\$50.00	\$65.00		
	Booth Cleaning- Daily	\$43.75	\$57.50		
	OTHER CLEANIN	NG SERVICES			
Qty	Description	Discount	Regular	Total	
	Mopping & Waxing/ Shampoo	Available upon request			
	Periodic Porter Service American Exposition will empty waste baskets and wipe down counters at two hour intervals, during show hours, for the duration of the show. Vacuum not included.	\$275.00/day	\$357.50/day		

PAYMENT POLICY & TOTAL	
Advance Discount: To obtain the discount pricing, full payment must be included with your order and received by the Discount Deadline. NO EXCEPTIONS.	
Cancellation Charge: Orders cancelled within 24 hours of the service shall be charged 50% of the service total.	\$

PAYMENT AND CALCULATION FORM MUST ACCOMPANY YOUR ORDER

installation & dismantle



As an exhibitor you are responsible for and required to follow all labor jurisdictions.

Please refer to the Rules & Regulations section of the exhibitor service manual that governs your event.

questions?

If you don't see what you're looking for or have questions, be sure to contact our exhibitor representatives at the number provided or at info@american-expo.com. Additional information may be available at www.american-expo.com.

American Exposition Services 1627 Main Ave. Ste. 2 Sacramento, CA 95838 Main 916.925.3976 Fax 916.925.3975 eFax 866.558.3316



tip

When scheduling dismantle labor, please allow time for the return of your empty containers to your exhibit space.

services available

American Exposition will provide support and coordination through the entire exhibit process, including:

- Preplanning and consultation
- Service coordination with furnishings, electrical, floral, etc.
- On-site supervision
- Inbound shipping and storage management
- Graphic production
- · Emergency repairs
- Skilled labor force
- Venue and work force compliance
- Safety
- Outbound shipping

exhibitor supervising?

If you plan to supervise our labor yourself, your labor supervisor must check in with us at the service desk to pick up laborers. At the conclusion of work, the supervisor must return to the service desk to release the labor. Our labor works on one hour minimums and is billed in half hour increments following. Start times are guaranteed only when labor is requested for the start of the working day.

american expo supervising?

Exhibits are set up prior to your arrival under the supervision of American Exposition. Our supervision rate is 25% of the total cost of labor with a minimum charge of \$25.





Labor Order Form

Please return promptly to:
American Exposition Services ● 1627 Main Ave., Ste.2 ● Sacramento, Ca 95838 ● ph 916-925-3976 ● efax 866-558-3316

CPCA CFO Conference

Portola Monterey Hotel - May 4-6, 2011

Discount Deadline:

April 27, 2011

Company Name:	Booth(s):	
Contact:	Phone:	Email:

American Exposition Services offers two options for the installation and dismantle of your booth. Our skilled labor will provide professional, qualified service to help make your booth installation more efficient, safe and worry free.

To determine if you need display labor, please read this form carefully.

- Display labor is required for all installation and dismantling of exhibits, including signs and floor covering installation.
- Exhibitor may unpack and place merchandise.
- Exhibitor may set up exhibit display if one person can accomplish the task in less than one hour without the use of tools.

IMPORTANT INFORMATION

Starting time can be guaranteed only when labor is requested for the start of the working day at 8:00 AM. All exhibit labor for 8:00 AM start time will be dispatched to booth space. For all other starting times, check in at the labor desk one-half (1/2) hour before time requested. Labor cancelled without a 24 notice shall be charged a one (1) hour cancellation fee per worker. If exhibitor fails to use the workers at the time confirmed, a one (1) hour "noshow" charge per worker will apply.

The minimum charge for labor is one (1) hour per worker. Labor thereafter is charged in half (1/2) hour increments. Gratuities in any form are prohibited by American Exposition Services. All rates are subject to change if necessitated by increased labor and material costs.

RATES	LABOR	FORKLIFT
Straight Time: Monday - Friday 8:00 AM – 4:30 PM	\$74.50/ hr	\$98.00/ hr
Overtime: Monday - Friday 4:30 PM - 11:30 PM, Saturday - Sunday 8:00 AM - 4:30 PM, Holidays	\$111.75/ hr	\$147.00/ hr
Double Time: Any day 12:00 AM - 8:00 AM, Saturdays, Sundays and Holidays 4:30 PM - 11:30 PM	\$149.00/ hr	\$196.00/ hr

INDICATE SERVICE TYPE ORDER HERE Select Option: Total # Of Schedule Schedule Schedule Total # of Labor Date(s) Start Time **End Time** Hours Workers Rate Total ☐ AES SUPERVISED LABOR (OK TO PROCEED) AES will supervise labor to: · Unpack and install display before exhibitor arrival at show site AM PM · Dismantle, pack, and label for outbound shipment A 25% (\$25.00 minimum) surcharge will be added to the labor rates above for this professional supervision. PΝ PM **EXHIBITOR SUPERVISED LABOR (DO NOT PROCEED)** Exhibitor will supervise labor to: · Unpack and install display 1. Total Labor Ordered · Dismantle and pack display • Fill and Drain Service (Extra water charges may apply) 2. 25% AES Supervision The Exhibitor assumes all responsibility for materials and property during installation and dismantle. 3. Estimated Total Labor Charges\$ **☐** FORKLIFT SERVICE (EXHIBITOR SUPERVISED) AES will provide one driver and a 5,000 lb. forklift to: Please estimate the number of workers and hours per worker needed for · Assist with in-booth exhibit construction installation and dismantling above. Charges will be calculated according • Positioning, leveling, uncrating, recrating, unskidding, to actual hours and times worked. reskidding machinery and/or equipment. Full payment must accompany order for any work to be completed.

Please complete and send "Key Information" form along with order.

PAYMENT AND CALCULATION FORM MUST ACCOMPANY YOUR ORDER



Non-Official Contractor Notification

Please return promptly to:
American Exposition Services ● 1627 Main Ave., Ste.2 ● Sacramento, Ca 95838 ● ph 916-925-3976 ● efax 866-558-3316

CPCA CFO Conference

Portola Monterey Hotel - May 4-6, 2011

Company Name:	Booth(s):		
Street Address:	Booth Size:		
City:	State:		Zip:
Contact:	Phone:	Fax:	Email:

Show Management, acting in behalf of all Exhibitors and in the best interest of the named event, has selected American Exposition as the Official Service Contractor to perform and provide necessary services and equipment required for this event. If your company plans to use a firm other than American Exposition or your own, you must complete this form and return it to our office.

Exhibitor must:

- ✓ Notify American Exposition of the intention to utilize an independent contractor no later than 30 days prior to the first move-in day, furnishing the name, address and telephone number of the firm.
- ✓ Agree that they are ultimately responsible for all services in connection with their exhibit, including freight, drayage, rentals and labor.
- ✓ Sign a copy of this page, indicating your understanding of the rules and regulations covering the use of non official service contractors, and return it to us along with any additional information requested. Failure to send this signed copy and the information requested will negate the right to use a non-official service contractor.

Notification of Non-Official Service Contractor

We (Indicated Exhibitor) propose to use the following contractor to perform services (for installation and dismantle labor only) in connection with our exhibit at the indicated show. We understand and agree that they will abide by all of the regulations required by Show Management and the Official Service Contractor and those outlined below.

Rules and Regulations for Non-Official Service Contractor

Persons or organizations, other than the designated Official Service Contractor (American Exposition Services, Inc.) for the show, who are proposed for the performance of any services within the exhibit hall for an exhibitor will:

- 1. Abide by the same rules and regulations as an exhibitor, pertaining to exhibit rules and regulations.
- 2. Have all exhibits for which they are responsible dismantled and ready for shipping by the deadline set forth by the show manager.
- 3. Furnish to the Official Service Contractor an insurance certificate for Commercial General Liability showing them as additional insured, limits of liability of at least \$2,000,000 and it must include waiver of subrogation clause, as well as an insurance certificate for Workers Compensation and Employers' Liability, accompanying this form.
- 4. Secure through official contractors all services required other than installation and dismantling.
- 5. Secure through official contractors any additional labor needed over and above those normally considered regular employees.
- 6. Check in with American Exposition prior to commencing any work.
- 7. Furnish American Exposition with the names of all on-site employees who will be working on the exposition floor and see that they have and wear at all times necessary identification badges.
- 8. Confine its operations to the exhibit area of its clients. No service desks, storage areas or other facilities will be located anywhere in the building. The show aisles and public space are not part of the Exhibitor's booth space.

Non Official Service Contractor					
I&D Company:					
Address:					
City:	State:	Zip:			
Contact:	Phone:	Mobile Phone:			
I have read, understand, and accept the following regulations and information according to American Exposition Services regarding non-official service contractors.					
Authorized Signature:		Date:			



Graphic Signs & Banners Order Form

Please return promptly to: American Exposition Services ● 1627 Main Ave., Ste.2 ● Sacramento, Ca 95838 ● ph 916-925-3976 ● efax 866-558-3316

CPCA CFO Conference Portola Monterey Hotel – May 4-6, 2011			Di	scount Deadli April 27, 2011	ne:	
Company Name:					Booth(s):	
Contact:		Phone:		Email:		
		<u> </u>				
		DIG	ITAL COL	OR GRAPHICS		1
accordi	aphic pricing includes UV Dire ng to American Exposition sp Bator board and other substra	ecifications. Ites are availa	If files are sub ble by quotati	omitted unworkable, a labo	or charge of \$65.00/hour v	vill be added.
Quantity	Item Width x Length		tation Horizontal	Discount	Regular	Total
	8 ½" X 11"			\$41.46	\$62.19	\$
	11" X 17"			\$48.15	\$72.23	\$
	14" X 22"			\$56.71	\$85.07	\$
	22" X 28"			\$86.14	\$129.21	\$
	24" X 36"			\$107.00	\$160.50	\$
	30" X 40"			\$133.75	\$200.63	\$
	Logo			Quote by Request	Quote by Request	\$
	Banner			Quote by Request	Quote by Request	\$
	Easel	Backs		\$5.00	\$7.50	\$
Background Co	olor:		· · · · · · · · · · · · · · · · · · ·	Copy Color:		
Font Style:						
	Indic	cate Sign Copy	Here (please at	tach additional sign copy if ne	cessary)	
converted to curves (: A PC-Based Adobe Illustrator .e or shapes) before being saved as (whichever we determine as the	s an .eps file. Th	ne above type o	f file will allow us to import the	ap image). Any letters or text e file into our system to be use	in the file should be ed for either vinyl cutting

Other preferred types of files are Gerber Graphix Advantage .plt, Corel Draw .cdr, Adobe Photoshop .psd, and Quark Xpress documents (providing that all components of the document (fonts, images, etc.) are included in the file. Quark documents should not be emailed, but sent on disk.

We can also accept some of the more common graphic format files such as .tif, .jpg, .pcx, .gif, etc. However, these files are bitmap images that are resolution-reliant. Whereas a low-res .jpg or .gif may be fine for a web page or a business card, when it is enlarged for a big sign or banner, the image suffers in that it becomes blurry or pixilated with "Stair Stepped" edges. When sending bitmap files for large graphics, the higher the resolution the better.

As stated previously, we prefer PC-Based files, however we can accept MAC files providing that they are sent to us on some type of digital storage media such as: 3.5" Diskette, ZIP Disk, CD-ROM (as opposed to emailing, as our MAC workstation is not wired into our email system).

If digital files are unattainable, we can work from camera-ready artwork. Such artwork must be large, clean, crisp, black & white stats or laser prints suitable for scanning. Business cards, letterheads, etc. DO NOT constitute camera-ready artwork and require a considerable amount of time and expense to edit.

PAYMENT POLICY

- Full payment in advance must accompany all orders.
- To obtain the discount pricing, full payment must be included with your order and received by the Discount Deadline. NO EXCEPTIONS.
- See Rules and Regulation for full payment policy

CANCELLATION & REFUNDS

1. No credits will be issued for signs/banners orders once processed and produced.

Total:	\$
Graphic Design Charges:	\$
Graphic Printing Charges:	\$



Audio Visual Order Form

Please return promptly to: American Exposition Services ● 1627 Main Ave., Ste.2 ● Sacramento, Ca 95838 ● ph 916-925-3976 ● efax 866-558-3316

CPCA CFO Conference	Discount Deadline:
Portola Monterey Hotel – May 4-6, 2011	April 27, 2011

Company Name:			Booth(s):
Street Address:			Booth Size:
City:		State:	Zip:
Contact:	Phone:	Fax:	Email:

	AUDIO	VISUAL EQUIP	MENT	
Quantity	Description	Discount	Regular	Total
	½" VHS Videocassette Player	\$50.00	\$65.00	\$
	DVD Player	\$60.00	\$78.00	\$
	DVD Player (Blue Ray)	\$70.00	\$91.00	\$
	CD Player	\$60.00	\$78.00	\$
	40" LCD Flat Panel Monitor w/ floor stand	\$400.00	\$520.00	\$
	52" LCD Flat Panel Monitor w/ floor stand	\$500.00	\$650.00	\$
	19" LCD Flat Panel Monitor w/ table stand	\$100.00	\$130.00	\$
	26" LCD Flat Panel Monitor w/ table stand	\$200.00	\$260.00	\$
	32" LCD Flat Panel Monitor w/ table stand	\$275.00	\$358.00	\$
	Dual Pole Plasma/ LCD floor stand	\$75.00	\$98.00	\$
	26" - 54" Monitor Cart with Drape	\$25.00	\$33.00	\$
	LCD Projector (2k Lumen)	\$500.00	\$650.00	\$
	Set of 2 Computer Speakers	\$40.00	\$52.00	\$
	Wireless Keyboard & Mouse	\$30.00	\$39.00	\$
	Wireless Mouse	\$25.00	\$33.00	\$
	Surge Protector Power Strip	\$25.00	\$33.00	\$
	10' Extension Cord	\$20.00	\$26.00	\$
	B&W Laser Printer	\$100.00	\$130.00	\$
	Tripod Video Screen	\$75.00	\$98.00	\$
2. Any equipment modific	vailability at time of order. cations must be made by AES personnel.	(A.) Daily Subtot	al of Charges:	\$
 AES is not responsible Replacement charges Exhibitor is responsible 	of or compatibility issues. will be billed for misuse or loss of equipment. For equipment until AES returns for pickup at close of show.	(B.) Number of S	show Days:	\$
PAYMENT POLICY 1. Full payment must accommodate to the control of		(C.) Multiply Line	e (A) x (B):	\$
2. To obtain the discount pricing full payment must be included with your order. All orders		(D.) Add Delivery	/ Fee:	\$50.00
Cancellations received cancelled after discour All grievances must be	ed for equipment ordered, delivered and not used. I before discount deadline will be credited a full refund. Orders at deadline will be charged 50% - 100% restocking fee. The made before the close of the event. Any questions or concerns are to be made at our service desk during event hours. No credits will		Total Due:	\$

PAYMENT AND CALCULATION FORM MUST ACCOMPANY YOUR ORDER



Key Information

Please return promptly to: American Exposition Services ● 1627 Main Ave., Ste.2 ● Sacramento, Ca 95838 ● ph 916-925-3976 ● efax 866-558-3316

CPCA CFO Conference

Portola Monterey Hotel - May 4-6, 2011

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Company Name:											Booth:		
Check all that apply: ☐ Exhibit Installa	ition ((Sect	ion A	r) [⊒ Sig	ın or	Bann	ier In	stalla	ation ((Section B)	□ Comp	leted (Section C)
Section A: Exhibit Installation and Dis	man	tle											
Carrier:	Shipp	ped E	By:								Date:		
Number of Pieces:	Weig	ıht:									Pro/Track	king #	
Shipped To: ☐ Warehouse ☐ Showsite													
Set Up Information for American Exposition Inst	allati	ion											
☐ Set Up Drawings Attached						□R	Renta	l Car	pet		Own Carpet	□ Carpe	t Padding
☐ Set Up Drawings with Exhibit Case/Cr			er							arpet		□ No	
☐ Fill & Drain Service Approx.	Gallo	ons									lequired		
Outbound Freight Information										/ for p	ositioning in	nstructions	
Outbound Freight Charges Prepaid Collect	:t						signe	ed To)				
□ Bill To							ress	- /7:					
Deturn to American Expedition werehouse for our	thour	- d da	livon			City	/State	e/∠ıp					
□ Return to American Exposition warehouse for our													
Section B: Sign or Banner Installation	and	Kei	mov	⁄ai									
Sign and Banner Hanging Information and Instru													
Banner will be shipped to: Warehouse Sh											0: 0	••	
Sign Size: (L) x (W) ☐ Sign materials needed for hanging:	Sign	Weig	int:			Hoid	aht fr	Lbs		n ton	Sign Com of sign:	iposite:	Ft.
	Other	Side	d Sic	n	Expla		giit iii	OIII II	001 1	υ ιυρ	or sign.		Γί.
Does your sign require: Electricity Assembl							ts I	If yes	, ple	ase p	rovide set u	p instructio	ns and/or information.
*Please use layout chart below to show location, dir	ectio	n, an	d pos	sition	ing w	vithin						•	
Section C: Emergency/ Showsite Cont	act l	Info	rma	tion									
Name:						Ema	ail:						
Mobile Telephone:						Arri	val D	ate:					
	Back	of Boo	oth (In	dicate	Adiace	nt Roo	th or A	iclo #:		,			
	Dack	T 500	Jui (III	uicate	Aujace	iii boo	111017	lisic #.		<i>'</i>			_
	_												
Indicate adjacent booth												acent booth	
or Aisle #											or A	isle#	
											\		
	igsqcup												
	Front	of Boo	oth (Inc	dicate /	Adjace	nt Boot	th or A	isle #:)		



Portola Hotel & Spa At Monterey Bay Two Portola Plaza Monterey, CA 93940 Phone: 831-649-4511 x 186 Fax: 831-649-4115 Attn: Audio / Visual

Available in Meeting Spaces Pay Per Use & Throughout Lobby & Foyer	HDX Telepresence Video Conferencing & Streaming Available
Bill To:	Show Name:
Billing Address:	Booth #
City:	On-Site Contact:
State / Zip:	Start Date:
Phone:	Start Time:
Fax:	End Date:
E-mail:	End Date:

Exhibitors, Vendors, 3rd Parties, Outside Firms and Contractors

Please call if you have additional questions or special requests. After you have completed the form, please FAX to the number below. The below products and services are provided through the Portola Hotel & Spa Audio / Visual department.

A limited number of telephone lines exist, and are available on a first come, first served basis.

Order received within 15 days of the event may incur a 25% surcharge

All Telephone lines go through the Hotel PBX. All local and toll-free outgoing calls on these lines are billed at the rate of \$0.75 for the first 30 minutes, and \$0.10 per minute thereafter. Long Distance calls are billed at the prevailing Hotel rates.

All prices are per unit per day (unless otherwise noted), and includes labor for a single set-up and tear down.

Operator labor is available for an additional fee.

Qty	Description	Per Day	Total
	Telephone / Internet		
	Dial 9 Analog Phone Lines	\$60 per day +	
	Best Value for Credit Card Machine	calls	
	Direct Dial Analog Telephone Line	\$120 per day +	
	Dial 9 Out Going – Direct Dial In Coming	Long Distance	
	Single Line Phone	\$20 per day	
	Polycom 100 Conference Phone (half Duplex)	\$110 per day	
	Polycom Premier or VTX 1000	\$160 per day	
	High-Speed Internet Connection (DHCP Access) Single User / MAC	\$300 per day	
	Private, Secure VLAN for High-Speed Internet Access (Static IP)Single User/MAC	\$500 per day	
	Each additional Internet User	\$100 per day	
	Each additional Static IP (w/o bandwidth)	\$160 per day	
	Audio Visual		
	FlipChart with Pad & Markers	\$47 per day	
	Whiteboard with Eraser & Markers	\$47 per day	
	Easel Brass Tripod	\$16 per day	
	20" LCD Flat Panel Display	\$250 per day	
	42" Plasmas TV	\$375.00 per day	
	60" Plasmas TV	\$425.00 per day	
	Tripod Projection Screen w/ Skirt (Only Must fit in within display space)	\$85 per day	
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Audio Visual	
8 Foot Insta-Theater (Only Must fit in within display space)	\$160.00
Projector Stand with Skirt	\$15.00
1100 Lumens XGA LCD Projector	\$325 per day
2200 Lumens XGA LCD Projector	\$425 per day
3000 Lumens XGA LCD Projector	\$525 per day
Laptop with XP and MS Office	\$225 per day
Electrical	
All Equipment Must Be Grounded and UL Listed & CE	
At the conclusion of the event each day please turn off all equipment and lighting to prevent incurring additional electrical fees	
Extension Cord	\$20 per day
Power Strip – 6 Outlets	\$20 per day
120 VAC 15 Amp Outlet Single Phase	\$75.00 per day
Custom Electrical – May have a three week lead time	
Call for Quote	
Payment	
Non-Refundable – Non Cancelable	Balance Due:
All prices are per unit per day	
Card Type (Circle One): Visa – Master Card – American Express	
Credit Card #:	
Exp. Date: Credit Card Code:	
Cardholder Printed Name:	
Cardholder Signature:	
Phone: 831-649-4511 Ext 186 / Fax: 831-649-4115	
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The above pricing is valid when a formal quote has been accepted by the Hotel and the Hotel is the principle provider of Audio / Visual, Internet and Telecom products and services.

This pricing to subject to change July 2010