

ARATA EXPOSITIONS GENERAL INFORMATION

TAB 2

ASIS
2012

ASIS INTERNATIONAL
58TH ANNUAL SEMINAR AND EXHIBITS
September 10–13, 2012 | Philadelphia, PA

-
- Cover Letter
 - Show Fact Sheet
 - Helpful Hints for the Exhibitors
 - How to Place Your Pre-show Orders
 - Payment Policy Agreement
 - Charge Authorization
 - Authorization for Third Party Payment
 - Cost Calculation Worksheet
 - Safety



15928 tournament drive
gaithersburg, md 20877
telephone (301) 921-0800
fax (301) 990-1717
www.arataexpo.com

Dear Exhibitor:

We are very pleased to have been selected to serve as your Official General Contractor for the upcoming ASIS International Seminar and Exhibits scheduled for September 10-12, 2012 at the Pennsylvania Convention Center in Philadelphia, Pennsylvania.

Please take time to carefully review the information and order forms that follow. We encourage you to **ORDER IN ADVANCE** those items and services you require. This will greatly assist us in assuring you a smooth, well-coordinated installation, show-run and dismantling.

ALL PAYMENTS FOR SERVICES AND/OR RENTAL ITEMS, INCLUDING DRAYAGE CHARGES PROVIDED BY ARATA EXPOSITIONS, INC., MUST BE GUARANTEED BY CREDIT CARD. EACH EXHIBITOR MAY OBTAIN A COPY OF THEIR CURRENT INVOICE FROM THE SERVICE DESK. THIS INVOICE IS PAYABLE PRIOR TO THE CLOSING OF THE SHOW BY EITHER AMERICAN EXPRESS, VISA, MASTERCARD, CASH, COMPANY CHECK, OR WIRE TRANSFER. PLEASE DO NOT FORGET TO INCLUDE THE 8% SALES TAX TO THE TOTAL.

We are looking forward to assisting you with the 2012 Seminar. If you find that you need additional information at any point, please do not hesitate to contact us.

Sincerely,

Arata Expositions, Inc.

Enclosures



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SHOW FACTS

ASIS 2012

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ASIS International
September 10-12, 2012
Pennsylvania Convention Center
Philadelphia, PA

BOOTH EQUIPMENT:

Each 10' x 10' booth will receive an 8' high backwall draped in black and white. The 3' high siderail drape will be black. A one line identification sign will be provided indicating the name of the exhibiting company and booth number.

AISLE CARPET:

Aisles will be carpeted in black with red cross aisles.

BOOTH CARPET:

In keeping with the professional atmosphere and image of the show, all booth areas must be fully carpeted. Please refer to your contract and floor plan to verify your booth dimensions.

HEIGHT LIMITS:

Linear booths may not exceed 10' in height on backwall. Island booths may not exceed 25' in height in Halls A-E. Please call Arata Expositions, Inc. at (301) 921-0800 if you have any questions regarding height restrictions. Refer to Display Rules and Regulations in Tab 1 for details.

SHIPPING INFORMATION:

ADVANCE SHIPPING WAREHOUSE ADDRESS

(Shipments should arrive on or between July 24 & August 24)

To: **(Name of Exhibitor and booth number)**
For: ASIS 2012
c/o: Arata Expositions, Inc.
c/o: YRC
2627 State Road
Bensalem, PA 19020

DIRECT SHOWSITE SHIPMENTS

(Please refer to the targeted move in floorplan for dates and times)

To: **(Name of Exhibitor and booth number)**
For: ASIS 2012
c/o: Arata Expositions, Inc.
c/o: Pennsylvania Convention Center
1101 Arch Street
Philadelphia, PA 19107



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SHOW SCHEDULE

SET UP TIMES

Set up times are determined according to your freight target zone. Please see the Freight Move In plan for your move in time.
 Note: Each target zone may take up to 6 hours to complete delivery.

Friday,	September 7	8:00am - 6:00pm
Saturday,	September 8	8:00am - 6:00pm
Sunday,	September 9	8:00am - 6:00pm

SHOW HOURS

Monday,	September 10	9:00am - 4:30pm
Tuesday,	September 11	9:00am - 4:30pm
Wednesday,	September 12	9:00am - 3:30pm

MOVE OUT TIMES

Please refer to the Freight Target Move Out floor plan to determine the time your booth must be down and packed for shipment. Access to the exhibit hall will be permitted during the following hours.

Wednesday,	September 12	3:30pm - 10:00pm
Thursday,	September 13	8:00am - 10:00pm
Friday,	September 14	8:00am - 12:00pm



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HELPFUL HINTS

ASIS 2012

Arata Expositions, Inc. recognizes that your participation in this event is a vital part of your marketing program, and we want to do everything possible to make it profitable and rewarding. Please review the following hints that will help you maximize your time and money spent on this exhibition:

PRIOR TO THE SHOW

- Read the ENTIRE Exhibitor Service Manual.
- Complete all applicable order forms in their entirety. If you have multiple locations, please complete separate order forms for each location (booth, meeting room, etc.)
- A completed credit card authorization form is required with all orders even when paying by check, cash, or wire transfer. Please ensure that the credit card information is complete and correct including the expiration date.
- Be sure you return the appropriate forms to the appropriate vendors by the order deadline dates. By submitting your order forms (with full payment) by the deadline dates, you can save money by taking advantage of advance discount pricing.
- Confirm your orders with each vendor. Arata Expositions will send out a confirmation email for our services once your order is processed.
- Confirm delivery and pick up dates and times with Arata and communicate them to your carrier. Refer to the special handling page to review the definition of special handling charges. You may want to share this information with your carrier.
- Bring the tracking numbers from all of your shipments as well as contact information for your carrier.
- Put together a trade show survival kit to include in your freight or carry with you, including: a small tool kit, stapler, staples, scissors, tape, pens & markers, and a first aid kit.

SHOWSITE

- A Customer Service Center will be set up in the exhibition hall for your convenience. If you have any questions or need any assistance during the course of the event, you can contact all of the Official Vendors at the Customer Service Center.
- After emptying crates, place empty labels on all sides of your crates and cases. Remember to remove old empty labels. Additionally, empty labels are sometimes color coded, so make sure you get the correct color and be sure your booth number is on each label.
- Work Zone: Customer acknowledges that the show site and surrounding areas are active work zones. Exhibitors, its agents, employees, and representatives are present at their own risk.
- If you have any questions or concerns about your final invoice, please be sure to contact the Arata Expositions, Inc. representative at the Customer Service Center before the close of the show. Absolutely no credits will be issued after the show closes.

OUTBOUND - MOVE OUT

- Keep in mind, the return of empty containers varies depending on the size of the show, so coordinate your outbound flight to accommodate this. Arata Expositions does not provide security at the show site. It is the Customer's responsibility to stay with their property. Arata Expositions is not responsible for loss or damage to property left in the Customer's booth at any time for any reason.
- Make sure you have properly filled out an Arata Expositions, Inc. Bill of Lading (one for each destination you are shipping to) and that you have turned all of your shipping paperwork into the Arata Customer Service Center before you leave the exhibit hall.
- Please be sure to have your freight carrier of choice scheduled to pick up your exhibit material from the hall, no later than the time indicated in the Shipping section of this service kit or your freight will be re-routed on the designated show carrier.



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HOW TO PLACE YOUR ORDER

ASIS 2012

Complete as many of the order forms for furniture, carpeting, shipping, etc., as your planning allows before each Deadline Date. **Orders without payment will not be processed. All companies must provide a credit card authorization form with orders.** Make checks payable to Arata Expositions, Inc. **Orders with payment received after the Deadline Date will be charged standard prices.**

FORMS TO ARATA EXPOSITIONS, INC.

- Complete the necessary Arata Expositions, Inc. forms and calculate the cost of each order.
- Review our PAYMENT POLICY AGREEMENT carefully. **ORDERS WILL NOT BE PROCESSED WITHOUT PAYMENT IN FULL AND A CREDIT CARD AUTHORIZATION ON FILE.** A credit card authorization is required even when paying via cash, company check and/or wire transfer.
- Complete the CALCULATION WORKSHEET.
- For your files, make a photocopy of all the Arata Expositions, Inc. forms used from this Manual.
- Place your order online, mail, fax or email this set of documents to:

Arata Expositions, Inc.
15928 Tournament Drive
Gaithersburg, MD 20877
Phone (301) 921-0800
Fax (301) 990-1717
Email drosen@arataexpo.com

FORMS TO THE OTHER OFFICIAL SUPPLIERS

Electrical, telephone, internet, photography service, etc., please follow the payment and mailing instructions indicated on each of these forms located in the Exhibitor Service Manual.

ORDERS AFTER THE DEADLINE

If there is still time for forms to reach us by mail, air courier, fax or email, you are welcome to make additions after the deadline date. Note that these will be charged at the standard rate.

SHOW SITE ORDERS

Simply order from Arata Expositions, Inc. staff at the Customer Service Center on the exhibition floor. We will be fully staffed during all set up hours to accommodate any additional requests you may have. Payment by cash, check or credit card will be required at the Customer Service Center for all show site orders.



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PAYMENT POLICY AGREEMENT

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Arata Expositions, Inc. recognizes that your participation in this event is a vital part of your marketing program, and we want to do everything possible to make it profitable and rewarding. As a valued customer, we ask for your understanding and cooperation with regard to our payment policy.

Arata Expositions, Inc. requires settlement of **ALL** invoices prior to the close of the show by payment in full (100%, including applicable tax is due at show site) via cash, company check, credit card (Visa, MasterCard, or American Express) and/or wire transfers. Please contact our office for wire transfer information. All companies must provide a credit card authorization form with orders even when paying via cash, company check and/or wire transfer.

It is understood that acceptance of the following terms and conditions will be construed when any of the following conditions are met:

- The Exhibit Shipping Information & Drayage Rate Schedule is sent in; or
- Exhibitors materials are delivered to either the Arata Expositions, Inc. (hereafter referred to as AEI) warehouse or show site for which AEI is the Official General Contractor for the event: or
- When an order for any rental equipment and/or labor is placed by the exhibitor with AEI

International firms paying by company check must pay in U.S. funds drawn on a U.S. bank. **All companies must provide a credit card authorization form with orders. Purchase orders are not considered payment.**

Your show site representative, agent, or display house must be made aware of this policy and **must** be able to settle the account in full as we will not bill a third party. Arata Expositions, Inc. reserves the right to withhold any services to an exhibitor for non-payment of outstanding invoices by the second day of the show.

There will be a fee of \$50.00 for any returned check.

If the exhibitor is tax exempt, exhibitor must supply a certificate for the state in which the services are to be used.

It is the responsibility of the exhibitor to advise the Arata Expositions, Inc. Service Desk immediately of any discrepancies or problems with their invoices **PRIOR TO THE CLOSE OF THE SHOW. Any credit card refunds must be resolved within 30 days.** If an exhibitor needs to change any charges from one credit card to another, a 3% service fee will be charged for the credit and a 3% service fee for the new charge.

Any unpaid balance after the close of the show, shall be due and payable upon receipt of invoice. Unpaid balances after 30 days of invoice date will be subject to a FINANCE CHARGE, at the lesser of the maximum rate allowed by law or 2% per month, which is an annual percentage rate of 24%.

ANY ORDERS RECEIVED FROM EXHIBITORS WHO HAVE AN OUTSTANDING BALANCE FROM PREVIOUS SHOWS WILL **NOT** BE PROCESSED UNTIL PAYMENT OF THE DELINQUENT INVOICE IS SETTLED IN FULL AND A CREDIT CARD OR CERTIFIED CHECK FOR THE NEW SERVICES AND EQUIPMENT IS RECEIVED AND CLEARED.

Company Name	Booth Number
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Street Address

City	State	Zip Code	Country
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Email Address	Contact Name
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Telephone	Fax
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CHARGE AUTHORIZATION

ASIS 2012

All companies must provide a credit card authorization with order. Any remaining balance after completion of all show services will be charged to your authorized credit card.

ABSOLUTELY NO CREDITS WILL BE ISSUED AFTER SHOW CLOSING.

PLEASE PRINT OR TYPE

Booth Number(s) _____

Company Name _____

Street Address _____

City _____ State _____ Zip _____

Ordered by _____ Date _____ Telephone _____

Fax _____ E-Mail _____

CREDIT CARD AUTHORIZATION

American Express

MasterCard

Visa

Account #

Expiration Date _____

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Cardholder's Name (Print) _____

Cardholder's Signature _____

Cardholder's Billing Address:

Street Address _____

City _____ State _____ Zip _____

Telephone _____ E-Mail _____

(This form must be signed and accompanied by your order)



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THIRD PARTY PAYMENT

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Booth Number(s) _____

Name of Organization _____

Authorized by _____ Title _____ Date _____
(Please Print)

E-Mail _____ Signature _____

Please complete and return this form to charge the final balance for show services to a third party account. A third party credit card authorization must be received at least 30 days prior to show opening. **BOTH FIRMS MUST COMPLETE THIS FORM.** Any remaining balance after completion of all show services will be charged to the authorized credit card. **ABSOLUTELY NO CREDITS WILL BE ISSUED AFTER SHOW CLOSING.**

We understand, and agree, that we, the exhibiting firm, are ultimately responsible for payment of charges, and in the event the named third party does not discharge payment prior to show closing, such charges will revert to our firm.

We have read, understand, and agree to all the above terms and have advised our show site representative accordingly.

Exhibitor Signature: _____ Print Name: _____ Date: _____

THIRD PARTY

Third Party Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-Mail Address _____

Exhibitor Signature _____

Print Name _____

CREDIT CARD CHARGE AUTHORIZATION

Cardholders Name _____

Address _____

City _____ State _____ Zip _____

American Express Visa

MasterCard **EXPIRATION DATE:** ___/___/___

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Account Number

Please indicate which of the below items are to be charged to the third party:

- All Services
- Furniture, Carpet and Accessories
- Labor
- Other (Please Specify) _____
- Booth Cleaning
- Material Handling

Cardholders Signature _____

EXHIBITING COMPANY

Exhibiting Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-Mail Address _____

Exhibitor Signature _____

Print Name _____

CREDIT CARD CHARGE AUTHORIZATION

Cardholders Name _____

Address _____

City _____ State _____ Zip _____

American Express Visa

MasterCard **EXPIRATION DATE:** ___/___/___

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Account Number

Please indicate which of the below items are to be charged to the exhibiting company:

- All Services
- Furniture, Carpet and Accessories
- Labor
- Other (Please Specify) _____
- Booth Cleaning
- Material Handling

Cardholders Signature _____

THIS FORM MUST BE COMPLETED BY BOTH FIRMS. PLEASE RETURN THIS COMPLETED FORM TO ARATA EXPOSITIONS, INC, BY THE DEADLINE DATE OF AUGUST 10, 2012.



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COST CALCULATION

ASIS 2012

As stated in our Payment Policy, all invoices must be paid in advance or at the show - cash, company check, wire transfer and/or credit card. All companies must provide a credit card authorization form with orders. Absolutely no credits will be issued after show closing.

COST CALCULATION WORKSHEET

- 1. Furniture _____
- 2. Display Tables..... _____
- 3. Plush Carpet/Standard Carpet _____
- 4. Custom Furniture _____
- 5. Rental Units/Display Cases..... _____
- 6. Economy Package..... _____
- 7. Cleaning _____
- 8. Signs _____
- 9. Floral _____
- 10. Labor Installation/Dismantle..... _____
- 11. Rigging Installation/Dismantle..... _____
- 12. Forklift Installation/Dismantle..... _____
- 13. Material Handling Estimate..... _____
- 14. **TOTAL LINES 1- 13**..... \$ _____
- 15. Add 8% Tax \$ _____
- 16. **BALANCE DUE***..... \$ _____

***Your order will not be processed without a credit card on file.**

Company Name		Booth Number	
Street Address			
City	State	Zip Code	Country
Email Address		Contact Name	
Telephone		Fax	



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SAFETY

ASIS 2012

SAFETY IS VERY IMPORTANT FOR EVERYONE WORKING IN THE EXHIBIT HALL

Arata Expositions, Inc. is committed to safety and values it throughout our organization and demonstrates it in the work we perform. We request that you make safety a part of your activities during the show. If you see something unsafe or that presents a hazard, please bring it to the attention of an Arata Expositions employee. By reporting unsafe or hazardous conditions and by following the safety guidelines below you will be doing your part in creating a safe work environment.

SAFETY GUIDELINES:

- Only authorized personnel and employees allowed, all others prohibited.
- This is an active work zone. Please treat the show areas during move-in and move-out as an active construction zone. Appropriate attire includes footwear with hard soles that protects against potential injuries from site debris, and limits potential for slip and falls. Heels, flip flops and open toed shoes are inappropriate and violate safety standards.
- All exhibitors and attendees enter at their own risk. Do not enter the dock/yard areas.
- Never run in the exhibit hall. Please walk. Watch your step in aisles.
- Smoking is prohibited in the exhibit hall and dock areas.
- Stay clear of dock doors.
- Stay clear of heavy machinery.
- Never stand on furniture. The furniture is not designed to support your standing weight.
- Clean up or report spills.
- Keep aisles free and clear of any and all debris.
- Practice good housekeeping.
- Check electrical cords for damage. Do not overload outlets or plugs.
- Protect valuables at show site. Please keep all expensive or valuable items secured. Unattended items in booths are easy theft targets.
- Keep fire exits clear and report any fires immediately.

If you notice anything unsafe please contact an Arata employee immediately.

During move in and move out individuals under the age of 18 are prohibited from being on or around the show floor. Show sites during these times are similar to a construction zone and considered to be hazardous. OSHA regulations prohibit minors from being present in a hazardous work environment.

THINK SAFETY ! ! !