



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

Dear Exhibitor:

It is indeed a pleasure to provide the enclosed information for your exhibit participation in SUR/FIN 2009 scheduled for June 16-17, 2009 at the Kentucky International Convention Center in Louisville, Kentucky.

We have been selected by SUR/FIN to function in the capacity of Official Decorator and Service Contractor for the exhibits. The service order forms that follow are provided to assist in your preparation for this program.

Please review each form, **ORDERING IN ADVANCE**, those items and services you require. As the Official Decorator, it is strongly urged that all orders for equipment and services be handled through Arata Expositions, Inc. This will greatly assist us in assuring you a smooth, well-coordinated installation, show-run and dismantling.

Exhibitors will be provided one 7" x 44" one-line identification sign, with exhibitor's name and booth number indicated on each. All booths will be set with 8' high silver backwall drape and 3' high silver siderails. Aisles will be carpeted in blue.

ALL PAYMENTS FOR SERVICES AND/OR RENTALS, 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, WIRE TRANSFER, OR COMPANY CHECK. PLEASE DO NOT FORGET TO INCLUDE THE 6% SALES TAX TO THE TOTAL.

We are looking forward to assisting you with SUR/FIN 2009. If you find that you need additional information on any point, please do not hesitate to contact us.

Sincerely,

Arata Expositions, Inc.

Enclosures

SHOW FACT SHEET

SUR/FIN 2009 Kentucky International Convention Center Louisville, Kentucky

BOOTH EQUIPMENT: Each 10' x 10' booth will receive an 8' high backwall draped in silver. The 3' high siderail drape will be silver. 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 blue.

BOOTH CARPET: In keeping with the professional atmosphere and image of the show, all booth areas must be fully carpeted.

HEIGHT LIMITS: Linear booths may not exceed 8' in height on backwall. Island booths may not exceed 25' in height to include any hanging signs. Please call Arata Expositions, Inc. at (301) 921-0800 if you have any questions regarding height restrictions.

FREIGHT ADDRESSES:

WAREHOUSE ADDRESS:

To: (Name of exhibitor and booth number)
For: SUR/FIN 2009
C/O: Arata Expositions, Inc.
C/O: Yellow Freight
2330 Millers Lane
Louisville, KY 40216

SITE SHIPMENTS:

To: (Name of exhibitor and booth number)
For: SUR/FIN 2009
C/O: Arata Expositions, Inc.
C/O: Kentucky International Convention Center
Halls D
221 South 4th Street
Louisville, KY 40202

SET-UP HOURS:	Monday,	June 15	8:00am - 5:00pm
SHOW HOURS:	Tuesday,	June 16	9:00am - 6:00pm
	Wednesday,	June 17	9:00am - 6:00pm
MOVE OUT HOURS:	Wednesday,	June 17	6:00pm - 10:00pm
	Thursday,	June 18	8:00am - 12:00pm

HELPFUL HINTS FOR THE EXHIBITOR



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Dear Exhibitor:

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.
- 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.
- If you have any questions on ordering services, call the appropriate vendor.

At 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 .

Before the Show Has Closed:

- 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. All invoices will be available for review and payment starting at 9:00am on Wednesday, June 17, 2009.
- 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 your shipping paper work into the Customer Service Center before you leave the exhibition hall!
- Please be sure to have your freight carrier of choice scheduled to pick up your exhibit material from the hall, no later than Thursday, June 18, 2009 by 12:00noon or your freight will be forced to the designated official show carrier.

HOW TO PLACE YOUR PRE-SHOW ORDERS



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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.** Make checks payable to Arata Expositions, Inc.. **Orders with payment received after the Deadline Date will be charged showsite prices.**

TO SUBMIT FORMS TO ARATA EXPOSITIONS, INC., we suggest the following procedure:

- A. Complete the necessary Arata Expositions, Inc. forms and calculate the cost of each order.
- B. Review our PAYMENT POLICY carefully. **ORDERS WILL NOT BE PROCESSED WITHOUT THE COMPLETED CREDIT CARD AUTHORIZATION FORM.**
- C. Complete the COST CALCULATION WORKSHEET.
- D. For your files, make a photocopy of all the Arata Expositions, Inc. forms used from this Manual. Staple all the original Arata Expositions, Inc. forms together with the COST CALCULATION WORKSHEET on top. Attach your form of payment to the COST CALCULATION WORKSHEET. Mail or fax this set of documents to:

Arata Expositions, Inc.
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Gaithersburg, MD 20877
Phone (301) 921-0800
Fax (301) 990-1717

FOR FORMS GOING TO THE OTHER OFFICIAL SUPPLIERS

(Audiovisual needs, photography service, etc.), please follow the payment and mailing instructions indicated on each of these forms located in this Exhibitor Service Manual.

FOR ORDERS AFTER THE DEADLINE DATE

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

FOR 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.

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.

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 signed; 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. **ABSOLUTELY NO CREDITS WILL BE ISSUED AFTER THE CLOSE OF THE SHOW. Any credit card refunds must be resolved within 60 days.**

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 CHECK FOR THE NEW SERVICES AND EQUIPMENT IS RECEIVED.

Name of Show **SUR/FIN 2009** Booth Number(s) _____
Name of Organization _____
Street Address _____ City _____
State _____ Zip _____ Telephone (____) _____ Fax (____) _____
Authorized by _____ Title _____ Date _____
(Please Print)
E-Mail _____ Signature _____

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



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SUR/FIN 2009
COST CALCULATION WORKSHEET

1. Furniture	\$	_____
2. Plush Carpet/Standard Carpet		_____
3. Custom Furniture		_____
4. Rental Units		_____
5. Cleaning		_____
6. Signs		_____
7. Rigging-In		_____
8. Rigging-Out.....		_____
9. Labor Installation		_____
10. Labor Dismantling		_____
11. Drayage Estimate.....		_____
12. TOTAL LINES 1-11.....	\$	_____
13. Add 6% Tax		_____
14. BALANCE DUE*	\$	_____

***ORDERS WILL NOT BE PROCESSED WITHOUT A CREDIT CARD ON FILE**

Name of Show **SUR/FIN 2009** Booth Number(s) _____

Name of Organization _____

Street Address _____ City _____

State _____ Zip _____ Telephone (____) _____ Fax (____) _____

Authorized by _____ Title _____ Date _____
(Please Print)

E-Mail _____ Signature _____

ORDER FORM FOR CHARGE AUTHORIZATION



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Please complete and return this form to charge the final balance for show services to your credit card account. A credit card authorization and/or imprint must be received prior to show opening. 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

Name of Show SUR/FIN 2009 Booth Number(s) _____

Company Name _____

Street Address _____

City _____ State _____ Zip _____

Ordered by _____ Date _____ Telephone (____) _____

Fax (____) _____ E-Mail _____

CREDIT CARD AUTHORIZATION

American Express

MasterCard

Visa (Circle One)

Account#

Expiration Date _____

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

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)

