



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 2010 scheduled for June 15-16, 2010 at the Devos Place in Grand Rapids, Michigan.

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 2010. 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 2010  
Devos Place  
Grand Rapids, Michigan**

**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 2010  
C/O: Arata Expositions, Inc.  
C/O: YRC  
1400 Federal St., SW  
Wyoming, MI 49509

### **SITE SHIPMENTS:**

To: (Name of exhibitor and booth number)  
For: SUR/FIN 2010  
C/O: Arata Expositions, Inc.  
C/O: Devos Place  
Halls B/C  
303 Monroe Avenue, NW  
DOCK ACCESS OFF MICHIGAN STREET  
Grand Rapids, MI 49503

|                 |            |         |                                     |
|-----------------|------------|---------|-------------------------------------|
| SET-UP HOURS:   | Monday,    | June 14 | 8:00am - 5:00pm                     |
| SHOW HOURS:     | Tuesday,   | June 15 | 10:00am - 6:00pm                    |
|                 | Wednesday, | June 16 | 10:00am - 2:00pm<br>6:00pm - 9:00pm |
| MOVE OUT HOURS: | Thursday,  | June 17 | 8:00am - 2:00pm                     |

# 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 16, 2010.
- 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 17, 2010 by 2:00pm 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.  
15928 Tournament Drive  
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 2010**   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 2010**  


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**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. <b>BALANCE DUE*</b> .....         | \$ |  |

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

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Name of Show **SUR/FIN 2010** Booth Number(s) \_\_\_\_\_

Name of Organization \_\_\_\_\_

Street Address \_\_\_\_\_ City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_ Telephone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_

Authorized by \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_  
(Please Print)

E-Mail \_\_\_\_\_ Signature \_\_\_\_\_



