

OFFPRICE Key Contacts

Exhibitor Information/Exhibit Sales

Stephen Krogulski Chief Executive Officer
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David Lapidos Executive Vice President
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Kevin Redlich Product Manager
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Telephone: 262-754-6937

Pam Dillon Assistant Sales Manager
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Telephone: 262-754-6927

Jack Doherty Account Executive
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Visitor/Marketing Information

Todd Fabos Marketing Manager & Publisher
Email: tfabos@offpriceshow.com
Telephone: 262-754-6910

Angel Kamine Buyer Relations Manager
Email: akamine@offpriceshow.com
Telephone: 262-754-6929

Melissa Miller Web Marketing Manager
Email: mmiller@offpriceshow.com
Telephone: 262-754-6921

Katy Albrecht Buyer Relations Coordinator
Email: kalbrecht@offpriceshow.com
Telephone: 262-754-6904

Operations

Tricia Barglof Operations Manager
Email: tbarglof@offpriceshow.com
Telephone: 262-754-6932

Katie Chapman Operations Coordinator
Email: kchapman@offpriceshow.com
Telephone: 262-754-6936

Registration/Housing

Erin Dandridge Housing & Program Coordinator
Email: edandridge@offpriceshow.com
Telephone: 262-754-6916

Accounting

Deb Reynolds Accounting Manager
Email: dreynolds@offpriceshow.com
Telephone: 262-754-6919

Pam Riley Accounts Receivable Clerk
Email: priley@offpriceshow.com
Telephone: 262-754-6924

Official General Contractor

GES Exposition Services
Telephone: 800-475-2098
www.ges.com

Tradeshow Venue

Sands Expo & Convention Center
Telephone: 702-733-5070
Fax: 702-733-5568
www.sandsexpo.com

Payment Policy

No one will be allowed to set up their booth unless they are paid in full. For payment of booth space, equipment rentals and sponsorships we accept company check, cashiers check, money order or credit card (plus a 3% surcharge).

OFFPRICE Show
175 N. Patrick Blvd, Ste. 180
Brookfield, WI 53045
Telephone: 262-782-1600
Fax: 262-782-1601
www.offpriceshow.com

OFFPRICE Important Deadlines

SHOW DEADLINES

Exhibitors are strongly encouraged to place service and equipment rental orders **early**. By ordering **before the published deadlines** you will **save as much as 50%** in some instances, versus after the deadline or on-site.

This list represents most major deadlines and order forms required.

We recommend reading the entire manual to be sure you are on track. Note that forms for GES and Sands Expo & Convention Center can be completed on-line. Visit www.ges.com and www.sandsexpo.com.

July 11th

- GES will start to accept freight at the warehouse
- Artwork for advertisements in the Directory are due

July 14th

- On-line Booth ID, Directory Listing & Product Category Wall Form should be completed on-line

July 17th

- Final hotel payment due

July 24th

- GES discount deadline for orders received with payment

July 26th

- Specialized Event Services (SES) discount deadline for orders received with payment

August 8th

- Equipment Rental form should be completed

August 11th

- On-Line Exhibitor Badge Registration should be completed
- To avoid additional charges, your freight must arrive at the GES warehouse

OFFPRICE Show Policies & Procedures

SHOW SCHEDULE

Set-up Dates and Hours

Thursday	August 14	8:00am - 6:00pm— Hall G Exhibitors
Thursday	August 14	1:00pm - 6:00pm— Cash & Carry Exhibitors
Friday	August 15	8:00am - 6:00pm— All Exhibitors

Show Dates and Hours

Saturday	August 16	8:00am - 6:00pm
Sunday	August 17	8:00am - 6:00pm
Monday	August 18	8:00am - 6:00pm
Tuesday	August 19	8:00am - 3:00pm

Move-Out Schedule

Tuesday	August 19	3:01pm - 10:00pm
Wednesday	August 20	8:00am - 12:00pm

DECORATION RULES

Booth Package

An exhibitor's booth package includes the following: Pipe and drape (8' high), unlimited drayage, base electrical service (500w drop per **2 booths**), booth ID sign, wastebasket, Show Directory listing, promotional material and exhibitor badges.

Display Height

Your booth may be as high as 12' off the ground-including hanging signs. If you build your booth higher than 12', Show Management may ask you to lower it to their legal height restrictions. Anything to be displayed above 12' must be coordinated through Show Management.

Please keep displays clear of all air vents and duct work. You are not permitted to hang anything from the ceiling.

Pipe and Drape

No hanging of any display materials on the pipe and drape.

No pinning of samples to the drape.

Do not attach zip strips to the pipe and drape. By attaching the strips to the pipe and drape, you may cause your booth to collapse.

ELECTRICAL

All space rentals include basic electrical service, (1) 500 watts (5 amp) drop per 2 booths. There is a tag on your electrical drop that states how much power you have been given. Any electrical power that is plugged into your socket above what the electrical tag states will be considered "overloaded" and your electrical fuse will be blown. Electrical outlets that are overloaded will be reset **one time**. If the electrical drop needs to be reset a second time, a (1) hour labor charge will be incurred. You will find more information and an order form in the *Specialized Event Services* booklet.

Please Note: A steamer or iron requires 20 amps (2000 watts) to operate. If you plug one of these into your 5 amp (500 watts) electrical outlet, you will blow your fuse. Also, please pay special attention to the amount of watts that your spotlights are using. Typically, you would be able to use (2) lights for your average 500w (5 amp) electrical drop.

OFFPRICE Show Policies & Procedures

SECURITY

Show security will be on duty 24 hours a day from move-in to move-out. Exhibitors are required to wear badges at all times as these will be checked upon entry to the Convention Center. However, show security cannot and should not be counted on to provide more than a presence to inhibit theft. The show hereby gives formal notice to exhibitors that the show and its management, its agents and its official vendors neither offer nor accept responsibility for exhibitors' property of any kind. The OFFPRICE Show recommends the following measure that exhibitors may wish to take to further safeguard their property:

1. Never leave laptops or valuable merchandise unattended in the booth. Be especially careful during move-in and move-out periods.
2. Be sure that boxes and cartons cannot be mistaken for trash. Place trash bins in the aisles at the close of each show day.
3. Drape sheets over your entire booth and clamp edges to the side of booth.
4. Rent two or three extra grids and padlock the grids across the front of your booth.
5. Lock Boxes are available to rent from GES.
6. Hire the services of a guard to provide exclusive presence in your booth overnight. Contact show organizer for details of approved security services that are available.

Please note: Show Management and its service providers are not responsible for lost or stolen items. To ensure complete security of your important property (i.e. small-size samples, high-end samples, laptop computers) take them to your hotel room nightly.

FLOORPLAN

To view the most up-to-date floor plan, please visit our website at www.offpriceshow.com, click on the Exhibitor tab and select Las Vegas Floor Plan.

FOOD AND BEVERAGE SERVICE

The Sands Expo will be providing all food and beverage during the course of the show. No outside food or beverage will be permitted on the exhibit floor. Any food and beverage (including bottled water and soda) brought in from outside of the Sands Expo will be assessed a corkage fee. Exhibitors may distribute sample food (i.e. non-prepackaged food items) only upon written authorization by the Sands.

SIGNAGE

All signs that are above the booths must fulfill the following criteria:

- All signage approvals are conditional and if, in Show Management's opinion, the sign interferes with HVAC, lighting or overall appearance, the exhibitor may be asked to either move or remove the sign at the exhibitor's own expense.
- Any signs that require rigging or hanging from the ceiling must use GES Expositions to hang them.
- All signs that are hung by GES Expositions are subject to union and GES rates. You may personally hang a sign or banner within your booth space up to 12'.

OVERTIME

Labor overtime rates will apply for any work done by GES laborers **after 5:00pm** or on **weekends**.

OFFPRICE Show Policies & Procedures

INDEPENDENT CONTRACTORS

If an exhibitor appoints a company other than GES Expositions to install and dismantle their exhibit, they should read and complete the *Third Party Billing Form* under the *Most Requested Forms* tab.

It is advisable for independent contractors to read the exhibitor manual fully. If you would like an additional copy please contact show management.

INSURANCE

Any exhibitor who is using an outside display company must supply a Certificate of Insurance naming the OFFPRICE Show, GES Exposition Services and the Sands Expo and Convention Center as additional insured. All certificates must be on file 30 days prior to the show.

Exhibitors are also advised to obtain insurance coverage for their exhibit and display materials while in transit to and from and for the duration of the show.

OTHER SHOW POLICIES

All Exhibitors must wear the OFFPRICE Show name badge at all times during set-up, show hours and teardown. No one will be allowed onto the Show Floor without a badge, for any reason.

Exhibitors will be able to bring samples in and out of the Show before the show opens each morning and after the show closes each evening. No samples will be allowed to leave the Show Floor during show hours for security purposes.

The sale of merchandise is limited to the Exhibitor only. No Guests or Buyers may solicit sales or display samples on the premises. Samples are only allowed inside the confines of your booth.

All booths must be set up within their designated area only. If a booth display is placed in the aisle, it will be corrected at the sole cost of the exhibitor.

All Exhibitors are limited to conducting business within their assigned location.

Absolutely NO SMOKING in the Sands Expo & Convention Center at any time.

No boxes, crates or rolling sample cases will be allowed in or behind booths during the show. These may be brought into the booths after show hours on the last day.

Booths must be manned with at least one person from 8:00am - 6:00pm daily.

No unauthorized sub-leasing will be allowed.

All requests for combining space must be done in writing with potential vendor's name, address and phone number. You may share space with another exhibitor ONLY with written approval from Show Management.

OFFPRICE Exhibitor Badges, Equipment Rental & Lunch Tickets

BADGES AND PASSES POLICY

For security reasons, all persons working at or visiting the OFFPRICE Show will require a badge to enter the Convention Center at all times.

Exhibitor Badges

To avoid delays on-site, exhibitors should apply for their badges online in advance at <https://www.cteusa.com/tops11e/login.reg>. Proceed to enter your Username and Password, which you will receive by email (to the contact shown on your booth contract). If you did not receive this information, please contact Katie Chapman (262) 754-6936, kchapman@offpriceshow.com or Erin Dandridge at (262) 754-6916, edandridge@offpriceshow.com. Once logged in, you will be able to register for badges.

Advanced Exhibitor badge registration is due by **Monday, August 11, 2014**.

Please Note: There is a 5 Badge Limit per 100 sq. ft. of booth space. If you need additional badges, you must contact Katie Chapman for approval.

Visitor Badges

Show visitor badges will identify all buyers and guests and will be valid only during show open times.

Visitors may register on-line at www.offpriceshow.com. Proceed to the August 2014 Event Page and click on Register Now.

EQUIPMENT RENTAL

Equipment can now be rented on-line! Please proceed to <https://www.cteusa.com/tops11e/login.reg> and enter your Username and Password (emailed to the contact shown on your booth contract). If you did not receive this information, please contact Katie Chapman at (262) 754-6936, kchapman@offpriceshow.com.

You will need to enter your credit card information in order to reserve your equipment for the show. Available equipment includes: 2'x6' Chrome Grids, 2'x8' Chrome Grids, 5' Chrome Rolling Rack, Chrome Waterfalls, Chrome U Bars, Chrome Curved Grid Bars.

The deadline to order your equipment is **5:00pm CST, August 8th**. If you have any questions regarding the equipment, or you would like a paper order form, please contact Pam Dillon at (262) 754-6927.

LUNCH TICKETS

Lunch Tickets will be available for purchase on-line when you register for your Exhibitor Badges and reserve your Booth Equipment. Please proceed to <https://www.cteusa.com/tops11e/login.reg> and enter your Username and Password (emailed to the contact shown on your booth contract). If you did not receive this information, please contact Katie Chapman at (262) 754-6936 or kchapman@offpriceshow.com.

The cost is \$6 per Lunch Ticket. You will need to enter your credit card information in order to purchase your Lunch Tickets and you will receive a receipt of your purchase upon check out. Your purchased Lunch Tickets will be available for pick-up at the Registration Desk on-site at the Show.

HOUSING INFORMATION

All exhibitors must fill out the Housing Agreement in the Exhibitor Registration and Housing Portal, <https://www.cteusa.com/tops11e/login.reg> before your booth is confirmed. We are asking that all exhibitors book a room at the Venetian/Palazzo for a minimum of four nights. Please contact Katie Chapman or Erin Dandridge with any questions regarding the new hotel policy at 262-754-6936 or kchapman@offpriceshow.com.

You will be able to manage your Venetian/Palazzo hotel room reservations online at <https://www.cteusa.com/tops11e/login.reg>, should you need to make any changes or updates.

AIRLINE DISCOUNTS

UNITED AIRLINES

United Airlines will offer 2%-10% off the lowest applicable published fare for flights flying into Las Vegas. Call United Airlines at 800-468-7022 or your local travel agent and make sure to give the following discount codes:

Z Code: **ZSKV**

Agreement Code: **840433**

AMERICAN AIRLINES

American Airlines will offer 5% off the lowest applicable published fare. Bonus discounts will be applied if tickets are booked 30 days in advance. Call American Airlines at 800-433-1790 and make sure to give the following discount code: Authorization Number: **5584AZ**

SOUTHWEST AIRLINES

Southwest Airlines will offer 10% discount in Business Select (K) & Anytime (Y) fare classes and 5% discount in select Wanna Get Away public fare classes for travel to/from LAS. Book your discounted fare by going to their website www.southwest.com/corporaterapidrewards and entering the Corporate ID number **99227052**. Offer good only for travel booked between June 15, 2014 through July 31, 2014 with travel dates of August 14, 2014 through August 21, 2014.

CAR RENTAL DISCOUNTS

AVIS RENT-A-CAR

Avis Rent-a-Car has special rates for our show. Reservations can be made by calling 800-331-1600 and mentioning the code AWD# **X249895** or book online at www.avis.com

OFFPRICE Booth ID, Directory Listing & Category Wall Form

Dear Exhibitor,

As part of our commitment to ensuring an accurate show directory for our attendees we have created an online Show Directory Entry Form to enable you to control the accuracy of your show directory listing.

This easy-to-use online program will enable you to enter/edit your company's profile in a timely manner - and with no paper trail!

How do you access your online directory listing? **You will receive a booth confirmation email with full instructions on how to complete your show directory listing.** Some of the features that are included in your directory listing are:

- Company Contact Details
- Product Categories (10 category maximum) to be featured online and on the Product Category Wall displayed at the show entrance
- Company Description (the description will only be shown online; it will not be printed in the directory booklet at the show)
- You can continue to make changes up until the deadline date, **Monday, July 14th, 2014**

If you have any questions on how to fill out the online Show Directory Entry Form or have not yet received an email with instructions, please contact Katie Chapman at (262) 754-6936 or kchapman@offpriceshow.com.

Best regards,

The OFFPRICE Show Staff

Contact:

Jack Doherty

(262) 754-3711

FAX: (262) 782-1601

jdoherthy@offpriceshow.com

OFFPRICE

ADVERTISING RATES

2014 • VOLUME 17

Ad Size.....	Width	Height	1X.....	2X.....	3X.....	4X.....
Business Card	3.5"	2"	\$250	\$238	\$228	\$215
1/4 Page	4.75"	3.5	\$584	\$561	\$528	\$502
1/3 Page Square	4.75"	4.75"	\$668	\$641	\$608	\$574
1/3 Page Vertical	2.25"	9.875"	\$668	\$641	\$608	\$574
1/2 Page Horizontal	7.25"	4.75"	\$1057	\$1015	\$962	\$909
1/2 Page Vertical	4.75"	7.25"	\$1057	\$1015	\$962	\$909
2/3 Page	4.75"	9.875"	\$1339	\$1285	\$1219	\$1152
Full Page	7.25"	9.875"	\$1781	\$1710	\$1621	\$1531
Two Page Spread	15.625"	9.875"	\$2950	\$2832	\$2684	\$2537

Preferred Placement:

Back Cover: Add \$500 (must be 4-color)

Inside Front Cover: Add \$300 (must be 4-color)

Inside Back Cover: Add \$200 (must be 4-color)

Other Requested Positions: Add 10% of insertion rate

Other Charges:

4-Color Ads: Add \$250 per page for process color printing.

Advertiser must provide a CD, submit electronically as an email attachment or send films. Please provide a color proof.

Bleeds: add \$100 (call for specifications)

Frequency Discount:

Frequency discount is based on multiple insertions over the course of a year. Dollar amount represents the cost per insertion (i.e. 1/3 page rate for two consecutive insertions is 2X \$641 or \$1282).

Insertion order contract must be signed prior to first insertion. Advertiser will be billed on a per issue basis.

Ad Agency Discount:

We will honor a 15% agency discount only to recognized/legitimate advertising agencies. Agency cannot be affiliated in any way with advertiser. It is expected that all communication, as well as advertising artwork come from said advertising agency.



OFFPRICE

SHOW DIRECTORY

THE ESSENTIAL GUIDE FOR EVERY BUYER LOOKING FOR GOODS AT THE LAS VEGAS SHOW!

Your Name: _____

Company: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Signature _____ Date: _____

Directions: Select the color and size ad you want by circling the price below. Fax or mail in this form.
It's that easy! Advertising opportunities are available only to show exhibitors.

Please circle your selection! B&W COLOR

Additional Company Listing	\$100	NA
Business Card (3.5"w X 2"h)	\$100	\$350
Quarter Page (3.985"w X 3.25"h)	\$395	\$645
Third Page (3.985"w X 4.5"h)	\$500	\$750
Half Page (6"w X 4.5"h)	\$630	\$880
Full Page* (6"x X 9.25" h)	\$1000	\$1250
(bleed size (add \$100) Trim: 6.5"w X 10"h. Allow an additional 1/8" on all sides for bleed & add crop marks)		
Two-Page Spread* (12.5"w X 9.25"h)	\$1525	\$1925
(bleed size (add \$100) Trim: 13"w X 10"h. Allow an additional 1/8" on all sides for bleed & add crop marks)		

**Add 10% for a full page ad and a two page spread; these are premium positions*

Inside front cover: Add \$350; Inside back cover: Add \$200; Back Cover: Add \$600; all other requested positions add 10%, and are available on a first come first service basis. We can also accommodate bleeds (add \$100 per page). **For more information contact Jack Doherty at jdoherty@offpriceshow.com, or call (262) 754-3711.** Space is extremely limited and subject to availability. Prices are based on receiving camera ready artwork. Layout and/or film work may be subject to additional charges.

For more information, contact:
Kevin Redlich
kredlich@offpriceshow.com
or Jack Doherty
jdoherthy@offpriceshow.com
(262) 782-1600
or FAX: (262) 782-1601

OFFPRICE

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP

COST

- ☐ Aisle Banner\$1,000
- ☐ Category Wall (5 avail.)\$400
- ☐ E-Flash Dedicated\$700
- ☐ Lobby Truss Banner\$4,000
- ☐ Fill-In Counters\$1,000
- ☐ Floor Tiles (3 tiles)\$1,000
- ☐ Founders (VIB) Limo Magnets.....\$500
- ☐ Founders Lounge (4 days)\$1,000
- ☐ Lanyards.....\$2,500
- ☐ Mannequin Display (Main Aisle)\$600
- ☐ Mannequin Display (OP Bistro)\$450
- ☐ Map Logo & Highlight\$300
- ☐ Meter Board (registration).....\$800
- ☐ New Artwork\$40
- ☐ Notepads\$750
- ☐ Online Floor Plan Listing\$300
- ☐ Show Bags (10,000).....\$2,000
- ☐ Show Map Ad Panel\$1,000
- ☐ Show Pens\$750
- ☐ Taxi Lane Banner.....\$2,000
- ☐ Website Banner Ad.....\$750
- ☐ Window Decals.....\$4,000

General Information

All sponsorship opportunities are available on a first come, first serve basis. Call Kevin Redlich or Jack Doherty for additional details of each item.
(262) 782-1600

Terms

Valid contracts will be signed below and payment must be received at least 30 days prior to show date or upon receipt of invoice.

YES, we would like to increase our visibility at the OFFPRICE Show.

Company Name

Contact

Phone

Signature

Please indicate which opportunity you agree to sponsor. A final invoice will be sent to you.