

Exhibitor Services Manual Table of Contents

All orders are governed by the GES Payment Policy and GES Terms & Conditions of Contract as specified in this Exhibitor Services Manual.

CheeseExpo
Wisconsin Center
April 15 - 16, 2020

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Show Organizer Information and Forms

2020 CHEESE EXPO

EXHIBITOR CONTRACT

Exhibit Hours & Location

Exhibits are open Wednesday, April 15 – 11:30 a.m. to 5:00 p.m. and Thursday, April 16 – 11:30 a.m. to 4:00 p.m.

Location: Wisconsin Center, Milwaukee, Wisconsin USA

Booth Size, Show Colors

Standard Single Booth Size is 10 feet x 10 feet. Show colors will be teal and black. Aisles will be carpeted with pepper black carpet. GES is the official general service contractor.

What is Included with Booth Space Rental

Includes the following: a) Drapery – 8 foot back drapes and 3 foot side drapes; b) Booth sign listing firm name; c) Registration passes based on the number of booths purchased (see BADGES below); d) Company name & description and category listing in CheeseExpo Show Program; e) Company information as entered by exhibitor on CheeseExpo exhibit floorplan and in mobile app; f) Exhibitor training webinars; g) Customized marketing emails, banner graphics, and more.

Does Not Include the following: Carpeting in booth, electricity or other utilities, furniture, plants, decorations, admission to any official function without registration and/or appropriate fees paid.

Badges

Exhibitors must register all persons working in the booth. Badges must be worn at all times. Complimentary registration passes are included as noted below:

Complimentary Exhibits Registrations – Four free Exhibits passes will be provided for each 10 x 10 booth purchased. These passes are for company staff working in the booth.

Complimentary Two Day Seminars and Exhibits Registrations – Exhibiting companies will also receive one free Two Day Seminars and Exhibits Registrations for each 10 x 10 booth:

1 10 x 10 Booth – 1 Free Two Day Seminars and Exhibits Registration

2 10 x 10 Booths – 2 Free Two Day Seminars and Exhibits Registrations

3 10 x 10 Booths – 3 Free Two Day Seminars and Exhibits Registrations

4 10 x 10 Booths/20 x 20 booth – 4 Free Two Day Seminars and Exhibits Registrations, etc.

Exhibit Space Selection

A ranked order Priority Points system is used to be used for buyers interested in purchasing an exhibit space at the 2020 CheeseExpo. This "loyalty rewards" system tracks over ten years of exhibitor participation in WCMA events.

The top priority level companies will be contacted first to select their space. After that, priority assignment for exhibit space will begin September 10. For each time slot, there will be companies that can log in. Exhibitors may select a space at any time after their allotted time. Exhibitors are encouraged to sign up promptly for best selection and to secure a space.

A complete schedule showing companies eligible and their assigned date/time, along with a live floor plan will be available August 1 at www.cheeseexpo.org

All exhibitors will sign up and arrange payment for their space on-line; exhibitors can pay with a credit card or choose to be invoiced; invoices will be due in 15 business days.

If space sells out before an exhibitor is able to sign up, that company will be placed on a waiting list.

All exhibitors must be members of WCMA; current membership expires June 30, 2019. The cost for the two-year membership is \$650. Renewal invoices have been emailed to each company. To check your company's membership status, contact WCMA at 608-286-1001 or email Sara Schmidt at sschmidt@wischeesemakers.org

Exhibit Booth Rental

Standard 10 x 10 Booth Price* 10 x 10 units are \$2,100 each.

*All exhibitors must be WCMA members.

10 x 10, 10 x 20 and 10 x 30 prices*

10 x 10	\$2,100
10 x 20	\$4,200
10 x 30	\$6,300

20 x 20 and Larger (Island Booth) Prices*

20 x 20 (4 Booth Island)	\$8,000
20 x 30 (6 Booth Island)	\$12,000
20 x 40 (8 Booth Island)	\$16,000
30 x 30 (9 Booth Island)	\$18,000
20 x 50 (10 Booth Island)	\$20,000
30 x 50 (15 Booth Island)	\$30,000

EXHIBITOR CONTRACT

CONTINUED

Business Conduct

The CheeseExpo is presented within the framework of rules and regulations established by the Internal Revenue Service. Exhibitors must understand and agree that:

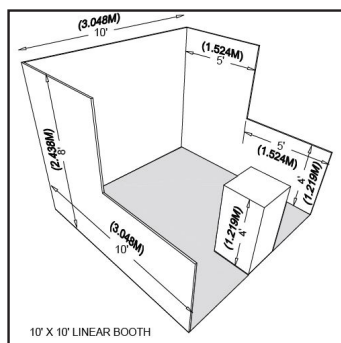
- The CheeseExpo is not a specific sales facility for individual exhibitors. However, exhibitors may take orders for future delivery.
- The main purpose of the CheeseExpo is the promotion and stimulation of interest in, and demand for, the industry's products and services in general, and is conducted in a manner reasonably calculated to achieve that purpose.
- The CheeseExpo is presented as a service to the industry and for the information and education of members and attendees through contact with exhibit personnel and products.
- No exhibitor will be allowed to display materials in the exhibit hall without full payment of all rental fees and supplier dues where applicable. Under no circumstances can a supplier attendee display materials outside the exhibit hall.

Booth Set Up Rules

Exhibitors must comply with the Booth Rules and Regulations as provided in the Exhibitor Service Manual. In general, exhibits are not permitted to obstruct the view or adversely affect the displays of other exhibitors.

Pipe and Drape – Standard booths will have 8' drape at the back of each booth and 3' drape arms between each booth. Aisle carpeting will be pepper black.

Standard Booth and Linear Booths – Standard Booths are 10' wide x 10' deep. They have only one side exposed to an aisle and are arranged in a series along a straight line. They are also called "linear" or "in-line" booths. Regardless of the number of Standard Booths utilized, (e.g. 10'x20', 10'x30', 10'x40' etc.) display materials must be arranged in such a manner so as to not obstruct sight lines of neighboring exhibitors. In single and linear booths, the maximum height of eight feet (8') is allowed only in the rear of the booth space, with a four foot (4') height



restriction imposed on all materials in the five feet closest to the aisle. Note: When three or more Standard Booths are used in combination as a single exhibit space, the four foot (4') height limitation is applied only to that portion of exhibit space which is within ten feet (10') of an adjoining booth. End cap booths are not allowed; linear booths will be placed into all even-numbered booths or all odd-numbered booths.

Corner Booth – A Corner Booth is a Standard Booth exposed to aisles on two sides. All other guidelines for Standard Booths apply.

Perimeter Booth – A Perimeter Booth is a Linear Booth that backs to the outside perimeter of the exhibit floor. All guidelines for Linear Booths apply to Perimeter Booths except that the maximum back wall height allowed for Perimeter Booths is twelve feet (12').

Island Booth – An Island Booth is exposed to aisles on all four sides. The entire cubic content of the space may be used, up to the maximum allowable height of 20 feet.

Hanging Signs and Graphics – Hanging signs and graphics are permitted in all 4 booth or larger Peninsula and Island Booths. Hanging signs and graphics should be set back a minimum of ten feet (10') from adjacent booths. Multi-sided signs may not face an adjacent exhibitor less than or within 10 feet of the adjacent exhibitor. This will include back walls, side panels, headers and towers. They must also not be visible from adjacent exhibitor when displayed on fabric/curtain.

Towers and Trusses – A Tower is a freestanding exhibit component separate from the main exhibit fixture. The height restriction is the same as that which applies to the appropriate exhibit configuration being used. Towers are permitted to a maximum height and depth corresponding to the height and depth for their exhibit. For example, towers that are part of in-line booth exhibit will not exceed eight feet (8'). If placed within five feet (5') of booth closest to aisle, tower must be four feet (4') or less. This is waived if tower is at least five feet (5') from any adjacent booth. Other placement may be approved for larger booths. Trusses are similar to Towers, but are treated slightly differently since they typically do not completely block sight lines. Variance may be granted on a case-by-case basis to place Trusses tight against an adjoining booth so long as signage or graphics do not interfere with line of sight requirements.

EXHIBITOR CONTRACT

CONTINUED

Exhibit Space Regulations

Assignment – No exhibitor shall reassign, sublet or share the whole or any part of the exhibit space allotted to the contracting firm without written consent of the Wisconsin Cheese Makers Association. Exception: Companies may share exhibit space at the CheeseExpo provided the following requirements are met: 1) Each company must be a member of Wisconsin Cheese Makers Association; 2) Each company must purchase a minimum of 100 square feet (10 x 10); 3) Each company must pay separately for their exhibit space rental; 4) Each company must agree to the terms of the exhibit contract. 5) Wisconsin Cheese Makers Association provides written consent to the agreement.

Equipment – Machines or equipment operated or demonstrated at any time during Exposition hours shall be placed no closer than 12 inches to an aisle. Exhibitors must agree to display their exhibits so that aisles are not obstructed for exhibit visitors and so that other exhibits are not hidden or obscured. All equipment and materials displayed and/or operated must be properly guarded in accordance with OSHA specifications.

Line of Sight – All exhibitors are entitled to a reasonable line of sight which varies by booth size. Generally, nothing should be over four feet (4') tall in the five feet (5') closest to the aisle. All signage and graphics above 8 feet tall must be set back a minimum of 10 feet from adjacent booths.

Noise – Public address, sound amplifying or producing devices which project excessive sound beyond an exhibitor's booth, or excessive operating noise that disturbs neighboring exhibits, are prohibited. Exhibitors are asked to take every reasonable precaution to minimize the noise of operating exhibits. WCMA will not allow public addresses to be made on behalf of any exhibitor or attendee.

Obstruction of Aisles or Booths - Activities that result in obstruction of aisles or prevent ready access to a neighboring booth are not allowed.

Food and Beverages – All food and beverage samples must be approved by Levy Restaurants, the Wisconsin Center's Official Caterer.

Liability

The exhibitor agrees that the Wisconsin Cheese Makers Association and Wisconsin Center and any of their officers, staff members, sponsors, agents or employees are not responsible for and are released from all liability as to injury, loss or damage that may occur to the exhibitor, the

exhibitor's agents or employees, or to any other person or to the exhibitor's property prior, during or subsequent to the holding of the CheeseExpo.

The exhibitor agrees to make no claim against the Wisconsin Cheese Makers Association and their members, employees or agents or sponsors, or against Wisconsin Center, nor their agents or employees for any loss by fire, theft, damage, delay, mechanical failure, labor trouble or any cause whatsoever while exhibitors and merchandise are in transit, within the exhibit hall, nor for any damage to their business, for failure to provide space in the exhibit, for any action of the Wisconsin Cheese Makers Association, its members, employees or agents or sponsors for failure to hold the Expo as scheduled.

The Wisconsin Cheese Makers Association also reserves the right—with no liability whatsoever for damage or loss, for inconvenience, or business interference—to close down, dismantle, dispose of, store or clear away from the premises, or to order such work to be done at the expense of the exhibitor, any exhibit display material, goods, property, or merchandise of any exhibitor who has failed to comply with the official rules and regulations of the show as set forth herein.

Cancellation of the CheeseExpo at any time will not subject the Wisconsin Cheese Makers Association to any damages or other liability of any kind. However, the exhibitor will be reimbursed pro rata for any prepaid exhibit space fees paid.

Exhibitor Insurance

The Exhibitor warrants that it has in effect and shall maintain for the period of the Contract and the Exposition, for the mutual benefit of both parties, a policy of general public liability insurance against claims for personal injury or death or damage to property occurring upon, in or about the Display Space or the Expo Site, with a coverage limit of not less than \$1,000,000 per occurrence. The Certificate of Insurance must have Wisconsin Cheese Makers Association named as Additional Insured: Wisconsin Cheese Makers Association, 5117 West Terrace Dr. Ste 402, Madison, WI 53718. Send certificate of insurance to cpeirick@wischeesemakers.org no later than March 11, 2020.

Protection of Wisconsin Center

Nothing shall be pasted, tacked, nailed, screwed or otherwise affixed to columns, walls, floors or other parts of the building or furniture. Gasoline-driven vehicles MUST

EXHIBITOR CONTRACT

CONTINUED

be drained of gasoline prior to moving into the premises. A drip pan must be placed under each vehicle. Gasoline-driven motors MUST NOT be operated in the exhibit area. Batteries MUST be disconnected and gas caps locked. Exhibitors are cautioned that they are directly responsible for any damage to Wisconsin Center.

Conflicting Events During Show Hours

The exhibitor agrees not to extend any invitations in any way whatsoever to encourage the absence of industry professionals from any part of the CheeseExpo during official CheeseExpo hours. Exhibitors are strictly and expressly prohibited from conducting any privately scheduled display of merchandise or conducting any social functions away from scheduled CheeseExpo events.

Off-Hours Booth Entry

On April 15 & 16, 2020, exhibitor personnel (wearing name badges) are allowed to enter their booth between 8:00 a.m. and 5:00 p.m. Permission to enter the exhibit area beyond this time frame must be gained from a staff member of the Wisconsin Cheese Makers Association. Any persons granted permission to enter the exhibit floor must move directly to and remain in their own exhibit area. Exhibit guards will be briefed on this policy.

Booth Cancellation Policy

If an exhibitor must cancel space for what is deemed good reason by Wisconsin Cheese Makers Association, the following refund policy will be observed:

If exhibit space is canceled prior to January 1, 2020, 75% of the booth fee will be refunded.

Cancellation received between January 1 and February 1, 2020: 50% of the booth fee will be refunded.

No refund of any type will be issued if an exhibitor cancels space after February 1, 2020

Cancellation notices must be received in writing.

Agreement to Contract Rules, Terms and Conditions.

It is understood and agreed that we, the company signing up for a 2020 CheeseExpo exhibit booth, will exhibit under and comply with information presented to exhibitors here and in all Exhibit Rules and Regulations, Exhibitor Service Manual, and all supporting documents. We understand that the exposition managers reserve the right to change the exhibit layout and assign exhibit space to provide the best possible traffic pattern for exhibitors and attendees. Wisconsin Cheese Makers Association, the exposition managers, will have the right of interpretation and approval of all matters pertaining to the Exhibit Contract, Exhibit Rules and Regulations, Exhibitor Service Manual and all supporting documents.

In addition, the exhibitor agrees to allow CheeseExpo representatives to publicize the exhibitor applicant and attendees in pre-, during- and post-event promotional coverage, including written and photographic, in print, on the web and any other means.

By signing up to purchase an exhibit space, all exhibitors agree to have accepted all rules, terms and conditions of this contract.

Updated 01.28.20

Updated 01.28.20

CHEESEEXPO

Wisconsin Cheese Makers Association

April 14 Special Events | April 15–16 Exhibits and Seminars

Wisconsin Center | Milwaukee, Wisconsin | cheeseexpo.org

Contact Judy Keller at 608-286-1001 or jkeller@wischeesemakers.org

One Place for Exhibit Planning Ordering and Management

ExpressoSM by GES is a simple to navigate, picture-driven system customized specifically for your show.

It's more than just your exhibitor manual online.

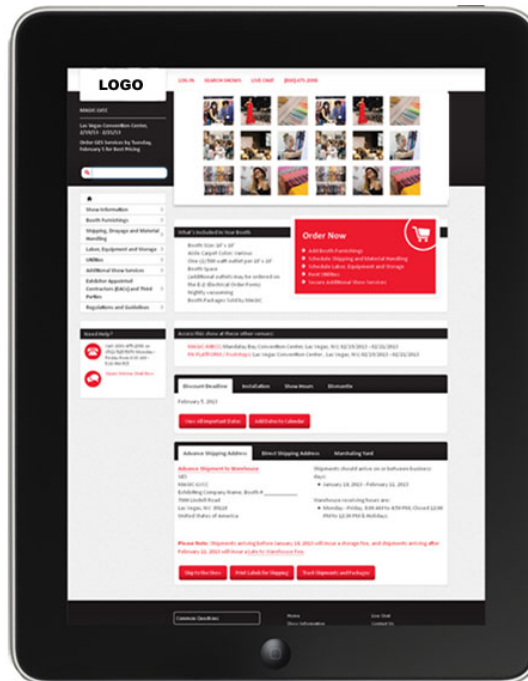
Exhibitors can:

- Order exhibit products and services for multiple booths
- View account order history
- View important show and event information
- Track small packages and inbound shipments
- Download the show schedule into Outlook or iCalendar
- Print shipping labels
- Chat with our award-winning GES National ServicerSM

Order Everything You Need for Your Show



- Go to <https://e.ges.com/071601197/esm>
- Log in or sign up with a new account
- Browse products and services and you will be guided through the ordering process



Show Information

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CheeseExpo
Wisconsin Center
April 15 - 16, 2020

Questions?



Contact

- Chat with us: <http://www.ges.com/chat>
- Contact us online: <https://e.ges.com/071601197/contactus/esm>

Official Service Provider

GES
7000 Lindell Road
Las Vegas, NV 89118-4702

Phone (in USA): (800) 475-2098 International Calls: (702) 515-5970

GES will be onsite to assist you in coordinating any last-minute services, order additional products and to answer any questions you may have.

Show Information

Pipe and Drape only

Booth Size: 10' x 10'
Facility Carpeted: No
Aisle Carpet Color: Pepper
Booth ID Sign

In order to get the "Early Bird Package" for \$390.00, it must be ordered by Friday, March 13, 2020.

1 - 8' Skirted Table
2 - Padded Chairs
1 - 10' x 10' Standard Carpet
1 - Wastebasket

All standard colors are available for ordering. Please keep in mind the show colors: Blue and Black Drape and the Carpet Color is Pepper.

Discount Deadline Date

Wednesday, March 25 GES orders must be received with payment by this date.

Exhibitor Move In

Monday, April 13 9:00 AM - 4:30 PM Targeted Exhibitor Move in
Tuesday, April 14 8:00 AM - 8:00 PM
Wednesday, April 15 8:00 AM - 10:30 AM Hand Carry Exhibitor Move in

Please take notice - this event moves in on overtime, all applicable surcharges will apply.

Show Hours

Wednesday, April 15 11:00 AM - 5:00 PM
Thursday, April 16 11:00 AM - 4:00 PM

Exhibitor Move Out

Thursday, April 16 5:00 PM - 11:00 PM
Friday, April 17 8:00 AM - 2:00 PM

Please take notice - this event moves out on overtime, all applicable surcharges will apply.

Empty Container Return

Thursday, April 16 5:00 PM Start time for Empty Container Return.

Chat with us <http://www.ges.com/chat>



Carrier Check-in Post-Show

Friday, April 17 10:00 AM Carriers post-show must be checked-in by this time.

Facility Clear

Friday, April 17 2:00 PM All exhibitor materials must be removed.

Shipping Addresses: Use provided Shipping Labels in this Exhibitor Services Manual to expedite handling.

Advance Shipments to Warehouse:

c/o GES
CheeseExpo
(Your Company Name & Booth Number)
YRC
6880 South Howell Ave
Oak Creek, WI 53154
USA

Shipments should arrive on or between:

March 11 - April 10, 2020
Hours for receiving are Monday - Friday, 8:00 AM - 2:30 PM
Drivers must check in by 2:00 PM to be guaranteed same day unloading.

Direct Shipments to Show Site:

c/o GES
CheeseExpo
(Your Company Name & Booth Number)
Wisconsin Center
400 West Wisconsin Avenue
Milwaukee, WI 53203-2104
USA

Shipments should arrive on:

April 13, 2020, 9:00 AM - 4:30 PM Targeted Exhibitor Move in
April 14, 2020, 8:00 AM - 8:00 PM
April 15, 2020, 8:00 AM - 11:00 AM Hand Carry Exhibitor Move in

Marshaling Yard Site Address:

CheeseExpo
(Your Company Name & Booth Number)
640 S. 84th St. (North lot 2)
West Allis, WI. 53214
USA

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Booth Package Order Form

All orders are governed by the GES Payment Policy and GES Terms & Conditions of Contract as specified in this Exhibitor Services Manual.

CheeseExpo
Wisconsin Center
April 15 - 16, 2020

Discount Deadline Date:
March 25, 2020

Company Name _____ Email _____ Phone Number _____ Booth Number _____



Easy Ordering Tips:

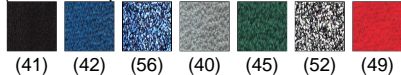
- All prices include delivery, rental, and removal.
- Return your orders three (3) weeks before show move-in to ensure availability. At show site some items may not be available and substitutions might be necessary.
- Want an easier way? Order online: <https://e.ges.com/071601197/packages/esm>

Show Special Packages

Item Code	Description	Color Code	RATE (\$)	Qty	Tax %	Total
401162	Drayage, Rigging, And Carpenter Labor Package (Cast Expo)		18.20		5.6	\$
↳						
400330	Early Bird Package		390.00		5.6	\$
↳	Includes: 10' x 10' Standard Carpet, (1) 8' Skirted Table, (2) Padded Chairs, (1) Wastebasket.					
401163	Material Handling Package (Cast Expo)		9.00		5.6	\$
↳						
401161	Privately Owned Vehicle Package (Cast Expo)		4.00		5.6	\$
↳	(200 sqft Maximum Booth) Includes:, Unloading of Show Site Crated display Material Up to 5 lbs per sqft, Removal, storage and return of empties, Reloading of material on outbound vehicles, Overtime Move-In and Move-Out, All Material Handling Charges.					

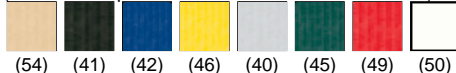
Standard Carpet Color Options

(Blue will be provided if no color is indicated below)



Skirt and Drape Color Options

(Black will be provided if no color is indicated below)



Electrical or Utilities Under Carpet?

☐ Yes ☐ No

Total and Sign:

Please
Sign

X

Authorized Signature

Authorized Name - Please Print

Date

I agree in placing this order that I have accepted GES Payment Policy and GES Terms & Conditions of Contract, including authorization for GES to retain personal information to better serve my need for GES services at future events.

Total Payment
Enclosed

\$

Cancellation Policy: Furniture Package items cancelled will be charged **50%** of original price after move-in begins and **100%** of original price after installation.

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General Information

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CheeseExpo
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April 15 - 16, 2020

What is an Official Service Provider?

- GES has been selected as the Official Service Provider by the show organizer to design and produce your show.
- We can save you time and money with our insight and experience of the show process. As the Official Service Provider, GES will assist you in your pre-show planning from start to finish.
- We are at your service for all your exhibiting needs.

GES Show Services

- Carpet
- Booth Furniture and Accessories
- Custom Exhibits and Rental Exhibits
- Graphics
- Installation and Dismantle Services

Work Zone



- Customer acknowledges that the show site and surrounding areas are active work zones. Customer, its agents, employees and representatives are present on the show floor at their own risk.

How Can I Order My Show Services?



Expresso is GES' planning, ordering and management system. Order everything you need for your tradeshow exhibits, view account order history, download the show schedule and more.

- Go to <https://e.ges.com/071601197/esm>
- Log in or sign up with a new account
- Browse products and services and you will be guided through the ordering process



GES National Servicer® provides consistency and continuity of customer service for exhibitors at shows:

- Phone: (800) 475-2098
- International phone: (702) 515-5970
- Contact us online: <https://e.ges.com/071601197/contactus/esm>

GES Servicer® is on-site to place any last-minute orders and provide show information while at show site.

Exhibitor Services

- Our Exhibitor Services team is responsible for answering exhibitor questions, processing your orders and handling any special requests.

Chat with us <http://www.ges.com/chat>



Tips for New Exhibitors

All orders are governed by the GES Payment Policy and GES Terms & Conditions of Contract as specified in this Exhibitor Services Manual.

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Wisconsin Center
April 15 - 16, 2020

First Time Exhibitors

Exhibiting for the first time can be confusing and stressful. GES is here to make your ordering process as simple and stress free as possible. GES will be on-site at the show to assist you in coordinating any last-minute services, order additional products and answer any questions you may have. Save money by ordering early! Order by the Discount Deadline of **March 25, 2020** for best pricing.

For quick and easy ordering, visit the Espresso online ordering site: <http://e.ges.com/071601197/esm>

Details Matter When Shipping

Material Handling is the unloading of your exhibit materials. The service includes 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.

- Unloading the freight and delivery to your booth is not included. Avoid unexpected costs at show site and estimate the cost for this service. <http://e.ges.com/071601197/item/200500>
- We understand that your calculation is only an estimate. Invoicing will be done from the actual weight. Adjustments will be made accordingly.
- Save by combining shipments. A minimum charge applies for each shipment under 200 lbs.
- Make sure that a Bill of Lading is filled out completely for each shipment.
- Confirm that your driver has the correct dates and times that your shipment needs to be delivered and picked up.
- Use provided shipping labels to make sure show name, booth number and other vital information is provided.

Shipping, Drayage and Material Handling: <http://e.ges.com/071601197/shippinghandling/esm>

Dot Your I's and Cross Your T's

Please be aware that a valid credit card is required for all forms of payment. We require your credit card charge authorization to be on file with GES even if you are paying by check or wire transfer.

- Make sure your credit card information is complete and correct, including the expiration date.
- Review GES Payment Policy and the Terms and Conditions of Contract.
- Clearly indicate when paying by check. All check payments should be returned to:

GES
Bank of America
P.O. Box 96174
Chicago, IL 60693

Bank ACH/wire transfer payment information

Beneficiary: GES
c/o Bank of America Account #: 7188101819
901 Main Street, Wire ABA Routing #: 026009593
TX1-492-07-14 ACH ABA Routing #: 071000039
Dallas, TX 75202-3714 USA SWIFT Address: BOFAUS3N
Telephone # (702) 263-2795 or CHIPS Address: 0959
(702) 914-5112

If requested, following is the physical address for routing identifiers:
Bank of America, Wire Transfer-Customer Services
2000 Clayton Road
Concord, CA 94520 USA

For ACH/Wire Transfer send the following information to GES via email to Cash Application Team at cashapplication@ges.com.

- Exhibiting company name, show name, show facility
- Date and amount of wire transfer
- Bank and country where transfer originated

Chat with us <http://www.ges.com/chat>



No Tipping

GES work rules prohibit the solicitation or acceptance of tips in cash, products or gifts of any kind by any employee. Our employees are paid appropriate wages denoting professional status; therefore, tipping of any kind is prohibited.

Where Did My Crates Go?

After your exhibit is set-up and your products displayed, you must place "empty" stickers on your empty containers for storage during the show. At show site a kiosk with a floor plan and color coded "empty" stickers will be available. Crews will clear the floor of all "empty" stickered containers to clear room for other freight.

- Simply write your booth number, company and show name on the sticker and place the container in the aisle. It will be stored throughout the exposition and then returned to your booth upon show close.
- Place stickers on all four (4) sides of the crate.
- Please label your empty containers as soon as possible to keep your area clear and make it easier to prepare your booth.

Don't Forget to Take Out the Trash

Exhibitors planning on disposing of booth properties and/or floor covering at the end of the show should pre-order this service. In the event that excessive booth properties and/or floor covering are abandoned/left on the floor at the conclusion of a move-out, a dumpster fee will be billed to the exhibiting company.

Keeping Up Appearances

Pay close attention to your booth size when ordering items based on booth sq. footage or quantity of decorating items. Please do not order more than what will comfortably fit in your space.

- Exhibitors that order two (2) standard pre-cut carpet pieces should keep in mind that there will be a visible seam where the pieces of carpet are placed together. GES cannot guarantee that carpet colors will be an exact match due to dye lot differences.
- Order just enough carpet to fit your standard booth space. A 10' x 10' booth should not order 10' x 20' carpet.
- We custom cut carpet to fit your needs.

It's All About the Padding

Ordering carpet for your booth? Think about the kind of padding you need if you are going to be on your feet all day. That little extra cushion can make all the difference at the end of the day.

Carpet and Padding: <http://e.ges.com/071601197/carpet/esm>

What Goes Up Must Come Down

If labor is needed for your booth space at the time of move-in, you will also need labor for move-out. Remember, what you put up must be taken down.

- See Labor Information form for rules specific to the show. Work rules can vary based on show location.
- Gratuities in any form, including cash, gifts, or labor hours for work not actually performed are prohibited by GES.
- All rates are subject to change if necessitated by increased labor and material costs.
- Pre-order labor to save.

Labor Services: <http://e.ges.com/071601197/LaborandEquipment/esm>

Payment and Credit Card Charge Authorization

All orders are governed by the GES Payment Policy and GES Terms & Conditions of Contract as specified in this Exhibitor Services Manual.

CheeseExpo
Wisconsin Center
April 15 - 16, 2020

Form Deadline Date:
March 25, 2020

Exhibiting Firm Company Name		Name of Primary Contact	Booth Number
Street Address	City, State, Zip/Country	Primary Contact Phone	Email
Phone	Fax	Name of Secondary Contact (Optional)	
Name of Contact at Booth/Show Site	Phone	Secondary Contact Phone	Email
Please indicate if you will be using a Third Party for billing of services: <input type="checkbox"/> No <input type="checkbox"/> Yes - Please return Third Party Billing Request form		GES invoice Sent to: <input type="checkbox"/> Primary Contact <input type="checkbox"/> Secondary Contact	

Payment Information

- Please complete the information and return payment in full with this form and your orders. You may choose to pay by credit card, check or bank wire transfer, however, we require your credit card charge authorization to be on file with GES.
Only submitting your Credit Card Authorization? Do it online: <http://e.ges.com/071601197/item/2222>
- All balances must be paid at the conclusion of the event. You agree 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.
- For your convenience, we will use this authorization to charge your credit card for any additional amounts ordered by your representative or services rendered to your company for this event.
- GES will charge a convenience fee for each request to reprocess payment to an alternate credit card in order to cover incremental processing costs. An alternate credit card is a credit card different than the one used to process your initial payment in accordance with GES payment policy. The convenience fee will be quoted at the time your request is made to reprocess payment. The convenience fee will be added to your account balance and settled utilizing the new credit card provided.

GES requires the highest standards of integrity from all employees. Please call our confidential Always Honest Hotline at (800) 443-4113 to report fraudulent or unethical behavior.

Bank ACH/Wire Transfer Payment Information

Beneficiary: c/o Bank of America 901 Main Street, TX1-492-07-14 Dallas, TX 75202-3714 USA Telephone # (702) 263-2795 or (702) 914-5112	GES Account #: 7188101819 Wire ABA Routing #: 026009593 ACH ABA Routing #: 071000039 SWIFT Address: BOFAUS3N CHIPS Address: 0959	If requested, following is the physical address for routing identifiers: Bank of America, Wire Transfer-Customer Services 2000 Clayton Road, Concord, CA 94520 USA
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Sending check to lock box: **(standard mail)** Direct to Bank of America: **(ALL FedEx, UPS, DHL, Express Mail)**
Global Experience Specialists, Inc.
Bank of America, PO Box 96174
Chicago, IL 60693
GES Bank of America Lockbox 96174
540 W. Madison, 4th Floor
Chicago, IL 60661

For ACH/Wire Transfer send the following information to GES via email to Cash Application Team at cashapplication@ges.com.

- Exhibiting company name, show name, show facility, and booth number
- Date and amount of wire transfer
- Bank and country where transfer originated

Credit Card Charge Authorization (Required for All Forms of Payment)

All information must be provided. Your order will not be processed if any information is missing. We require your credit card charge authorization to be on file with GES even if you are paying by check or bank wire transfer.

Cardholder Name - Please Print	
Billing Address	
City	State
Zip/Country	
Account Number	Expiration Date
<input type="checkbox"/> MasterCard	<input type="checkbox"/> Corporate Card
<input type="checkbox"/> VISA	<input type="checkbox"/> Personal Card
<input type="checkbox"/> American Express	
I agree in placing this order that I have accepted GES Payment Policy and GES Terms & Conditions of Contract, including authorization for GES to retain personal information to better serve my need for GES services at future events.	
Please Sign	X
Cardholder Signature	MM/DD/YY
Cardholder Name - Please Print	Check Number
Date	Total Check Payment
	Total Credit Card Payment
	\$
	\$

Review and Return Check Payments Return to GES • Bank of America P.O. Box 96174, Chicago, IL 60693

Overnight Delivery: Bank of America Lockbox Services GES-96174 - 540 W. Madison, 4th Floor, Chicago, IL 60661



All orders are governed by the GES Payment Policy and GES Terms & Conditions of Contract as specified in this Exhibitor Services Manual.

Form Deadline Date:
March 25, 2020

Return this form when a Third Party (any party other than exhibiting company) ("AGENT") should be billed for services.

<div>Please Sign</div>	<div>X</div>	<div>I agree in placing this order that I have accepted GES Payment Policy and GES Terms & Conditions of Contract, including authorization for GES to retain personal information to better serve my need for GES services at future events and have advised all of my AGENTS of the same.</div>
	<div>Exhibiting Company Authorized Signature</div>	
	<div>Exhibiting Company Authorized Name - Please Print</div> <div>Date</div>	

☐ Booth Cleaning ☐ Exhibit Systems ☐ GES Logistics ☐ I & D Labor ☐ Forklift Labor ☐ Material Handling
☐ Rental Carpet ☐ Rental Furniture ☐ Signs
☐ Other (*Please Specify*) _____

Step 4. Complete Third Party Credit Card Charge Authorization with signature

<div>Please Sign</div>	<div>X</div>	<div>I agree in placing this order that I have accepted GES Payment Policy and GES Terms & Conditions of Contract, including authorization for GES to retain personal information to better serve my need for GES services at future events and have advised all of my AGENTS of the same.</div>
	<div>Third Party Cardholder's Signature</div>	
	<div>Third Party Cardholder's Name - Please Print</div> <div>Date</div>	

Chat with us <http://www.ges.com/chat>



Carpet

Standard

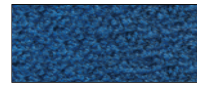
Standard is conventional filament nylon carpet that is re-used for pre-cut sizes and new for custom-cut orders.

Includes:

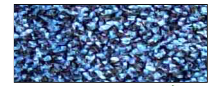
- Standard 100% recyclable color options include Blue Jay, Pepper, and Black
- Custom Cut includes 4 mil poly covering
- Available in pre-cut sizes
- Installation and pick-up at the close of the show
- Front edge taping



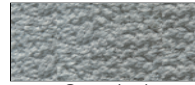
Black (41)



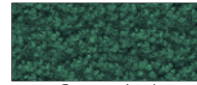
Blue (42)



Blue Jay (56)



Gray (40)



Green (45)



Pepper (52)



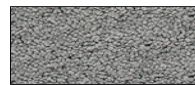
Red (49)

Plush

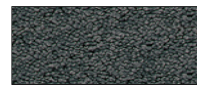
Plush premium carpet is 100% recyclable. Same industry tradeshow performance standards as conventional carpet, but helps to reduce the volume of excess materials from entering landfills.

Includes:

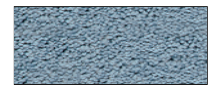
- Plush 100% recyclable carpet
- 4 mil poly covering for protection
- Anti-static treatment
- 3M Scotchgard™ protection
- Installation and pick-up at the close of the show
- Front edge taping



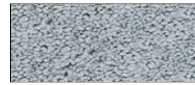
Cement (70)



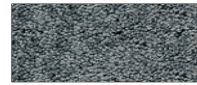
Charcoal (71)



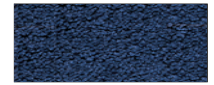
Cobalt (72)



Dove (73)



Lava Rock (74)



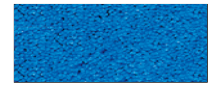
Navy (75)



Onyx (76)



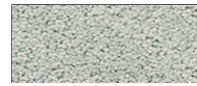
Red (49)



Royal Blue (77)



Silky Beige (78)



Silver (79)



Snow (80)

Ultra Plush

Ultra Plush premium carpet is 100% recyclable. Same industry tradeshow performance standards as conventional carpet, but helps to reduce the volume of excess materials from entering landfills.

Includes:

- Ultra Plush 100% recyclable carpet
- 4 mil poly covering for protection
- Anti-static treatment
- 3M Scotchgard™ protection
- Installation and pick-up at the close of the show
- Front edge taping



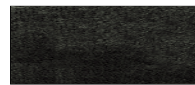
Bisque (81)



Black (41)



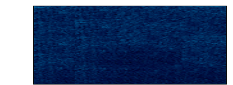
Cabernet (82)



Graphite (83)



Iceberg (84)



Midnight (85)




Seascape (86)



Sterling (87)



Teal (55)

 The leaf symbol indicates recyclable or eco-friendly materials, per manufacturer's specifications.

Colors may vary due to facility lighting, printing limitations and dye lot differences. Some items may not be available at all locations. See order form for details. Styles of items portrayed on this brochure may vary in some locations.

Carpet Order Form

All orders are governed by the GES Payment Policy and GES Terms & Conditions of Contract as specified in this Exhibitor Services Manual.

CheeseExpo
Wisconsin Center
April 15 - 16, 2020

Discount Deadline Date:
March 25, 2020

Company Name

Email

Phone Number

Booth Number



Online Savings are Just a Click Away

Place your order online before the discount deadline for best pricing.



Tips

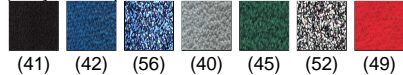
Easy Ordering Tips:

- All prices include delivery, rental and removal.
- Return your orders three (3) weeks before show move-in to ensure availability. At show site color options and grades may not be available and substitutions might be necessary.
- Due to dye lot differences and unsightly seams, please do not order multiple Pre-Cut pieces for a single booth.
- Do you have a booth larger than 300 sq. ft., an island or peninsula? Order Custom-Cut carpet! (Minimum 100 sq. ft. order required.)
- All Custom-Cut Carpet includes Carpet Plastic Covering.

Carpet

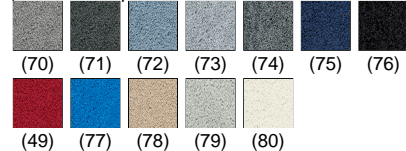
Standard Color Options

(Gray will be provided if no color is indicated below)



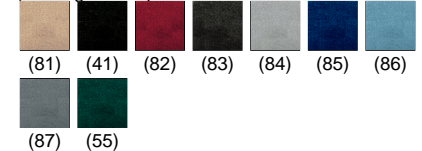
Plush Color Options

(Dove will be provided if no color is indicated below)



Ultra Plush Color Options

(Iceberg will be provided if no color is indicated below)



Item Code	Description	Color Code	On or Before 3/25/20 Online (\$)	Discount (\$)	Regular (\$)	Qty	Tax %	Total
5001	Pre-Cut Standard Carpet 10'x10'		165.00	181.75	230.00		5.6	\$
5002	Pre-Cut Standard Carpet 10'x20'		325.00	356.25	451.00		5.6	\$
5003	Pre-Cut Standard Carpet 10'x30'		675.00	741.75	939.00		5.6	\$

Calculate Sq. Ft. = Width _____ X Length _____ = _____ Total Sq. Ft.

Item Code	Description	Color Code	On or Before 3/25/20 Online (\$)	Discount (\$)	Regular (\$)	Sq. Ft.	Tax %	Total
5000	Standard Carpet Custom-Cut, Per Sq.Ft.		3.00	3.28	4.15		5.6	\$
5006	Plush Carpet Custom-Cut, Per Sq.Ft.		5.25	5.75	7.25		5.6	\$
5007	Ultra Plush Carpet Custom-Cut, Per Sq.Ft.		6.25	6.90	8.75		5.6	\$
Item Code	Description	Color Code	On or Before 3/25/20 Online (\$)	Discount (\$)	Regular (\$)	Sq. Ft.	Tax %	Total
500400	Carpet Padding, 1/2" Thick, Per Sq.Ft.		1.40	1.54	1.95		5.6	\$
500402	Double Thick Carpet Padding, 1" Thickness, Per Sq.Ft.		3.80	4.15	5.25		5.6	\$
Item Code	Description	Color Code	On or Before 3/25/20 Online (\$)	Discount (\$)	Regular (\$)	Sq. Ft.	Tax %	Total
500410	Carpet Plastic Covering, Per Sq.Ft.		0.50	0.55	0.70		5.6	\$

Electrical or Utilities Under Carpet?

☐ Yes ☐ No

Total and Sign:

Please
Sign

X

Authorized Signature

Authorized Name - Please Print

Date

I agree in placing this order that I have accepted GES Payment Policy and GES Terms & Conditions of Contract, including authorization for GES to retain personal information to better serve my need for GES services at future events.

Total Payment
Enclosed

\$

Cancellation Policy: Custom Size Booth Carpet cancelled after being cut will be charged **100%**. All other carpet cancelled will be charged 50% of original price after move-in begins and **100%** of original price after installation.

Chat with us <http://www.ges.com/chat>



Carpet Package Order Form

All orders are governed by the GES Payment Policy and GES Terms & Conditions of Contract as specified in this Exhibitor Services Manual.

CheeseExpo
Wisconsin Center
April 15 - 16, 2020

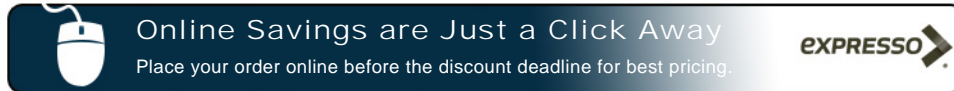
Discount Deadline Date:
March 25, 2020

Company Name

Email

Phone Number

Booth Number



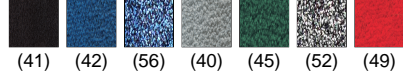
Easy Ordering Tips:

- All prices include delivery, rental and removal.
- Return your orders three (3) weeks before show move-in to ensure availability. At show site some colors and grades may not be available and substitutions might be necessary.
- A minimum of 100 sq. ft. is required for all custom-cut carpet package orders.
- All Carpet Packages Include Padding, Visqueen and Cleaning.

Carpet Packages

Standard Color Options

(Gray will be provided if no color is indicated below)



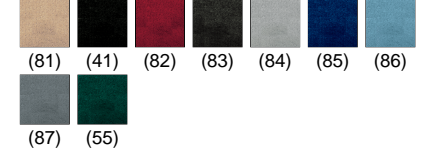
Plush Color Options

(Dove will be provided if no color is indicated below)



Ultra Plush Color Options

(Iceberg will be provided if no color is indicated below)



Item Code	Description	Color Code	On or Before 3/25/20		Regular (\$)	Sq. Ft.	Tax %	Total
			Online (\$)	Discount (\$)				
400021	Standard Carpet Package, Per Sq.Ft.		5.10	5.60	7.08		5.6	\$
400022	Plush Carpet Package, Per Sq.Ft.		7.00	7.70	9.75		5.6	\$
400023	Ultra Plush Carpet Package, Per Sq.Ft.		8.00	8.70	11.00		5.6	\$

Electrical or Utilities Under Carpet?

☐ Yes

☐ No



- Save money by pre-ordering labor for installation for stairs, platforms, risers or meeting rooms.
- Return your orders before the discount deadline to receive the best price.

Total and Sign:

Please
Sign

X

Authorized Signature

Authorized Name - Please Print

Date

I agree in placing this order that I have accepted GES Payment Policy and GES Terms & Conditions of Contract, including authorization for GES to retain personal information to better serve my need for GES services at future events.

Total Payment
Enclosed

\$

Cancellation Policy: Custom Size Booth Carpet cancelled after being cut will be charged **100%**. All other carpet cancelled will be charged **50%** of original price after move-in begins and **100%** of original price after installation.

071601197
022520
C-2 110519

Furniture and Accessories

Chairs



300050 - Chair, Plastic Contour, Black



300052 - Padded Chair



300053 - Padded Stool

Tables



300059 - Table, Starbase, 30" Diameter x 40" High



300058 - Table, Starbase, 40" Diameter x 30" High

Skirted Tables



3004 - Table 4', Skirted 4 Sides, 24" x 30" High



3006 - Table 6', Skirted 3 Sides, 24" x 30" High



3008 - Table 8', Skirted 3 Sides, 24" x 30" High

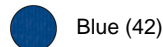
Table Skirt Colors



Beige (54)



Black (41)



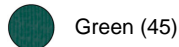
Blue (42)



Gold (46)



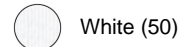
Gray (40)



Green (45)



Red (49)



White (50)

Colors may vary due to facility lighting, printing limitations and dye lot differences. Some items may not be available at all locations. See order form for details. Styles of items portrayed on this brochure may vary in some locations.

Furniture and Accessories

Accessories



300124 - Aisle Stanchion Chain, Plastic, Per Foot



300123 - Aisle Stanchion, without Chain



300103 - Aluminum Easel



300111 - Bag Stand



300102 - Coat Rack



300104 - Garment Rack



300106 - Literature Rack



300201 - Pegboard, White, 4'x8'



300120 - Sign Holder, Bell Base



300108 - Sign Holder, Chrome, 22"x28"



300211 - Tackboard



300112 - Ticket Tumbler, Small, Table Top



300113 - Wastebasket



300118 - Waterfall Stand

Colors may vary due to facility lighting, printing limitations and dye lot differences. Some items may not be available at all locations. See order form for details. Styles of items portrayed on this brochure may vary in some locations.

Furniture and Accessories Order Form

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CheeseExpo
Wisconsin Center
April 15 - 16, 2020

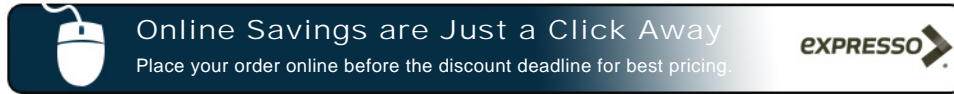
Discount Deadline Date:
March 25, 2020

Company Name

Email

Phone Number

Booth Number



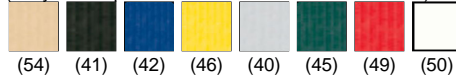
Easy Ordering Tips:

- All prices include delivery, rental and removal.
- Return your orders three (3) weeks before show move-in to ensure availability. At show site some items may not be available and substitutions might be necessary.
- Enjoy a fast and easy ordering experience online with Expresso:
<http://e.ges.com/071601197/BoothFurnishingsRental/esm>

Furniture and Accessories

Skirt and Drape Color Options

(Gray will be provided if no color is indicated below)



Chairs

Item Code	Description	On or Before 3/25/20 Online (\$)	Discount (\$)	Regular (\$)	Qty	Tax %	Total
300050	Chair, Plastic Contour, Black	50.00	55.00	70.00		5.6	\$
300052	Padded Chair	60.00	66.00	83.00		5.6	\$
300053	Padded Stool	75.00	83.00	105.00		5.6	\$

Tables

Item Code	Description	On or Before 3/25/20 Online (\$)	Discount (\$)	Regular (\$)	Qty	Tax %	Total
300059	Table, Starbase, 30" Diameter x 40" High	90.00	99.00	125.00		5.6	\$
300058	Table, Starbase, 40" Diameter x 30" High	102.00	112.00	142.00		5.6	\$

Skirted Tables

Item Code	Description	Color Code	On or Before 3/25/20 Online (\$)	Discount (\$)	Regular (\$)	Qty	Tax %	Total
3004	Table 4', Skirted 4 Sides, 24" x 30" High		116.00	127.00	161.00		5.6	\$
3006	Table 6', Skirted 3 Sides, 24" x 30" High		137.00	150.00	190.00		5.6	\$
3008	Table 8', Skirted 3 Sides, 24" x 30" High		154.00	169.00	214.00		5.6	\$
3007	Table, Skirt 4th Side		63.00	69.50	88.00		5.6	\$

➡ Select size: 6' Table _____ 8' Table _____

Unskirted Tables

Item Code	Description	On or Before 3/25/20 Online (\$)	Discount (\$)	Regular (\$)	Qty	Tax %	Total
300400	Table 4', Unskirted, 24" x 30" High	163.00	178.50	226.00		5.6	\$
300600	Table 6', Unskirted, 24" x 30" High	184.00	202.25	256.00		5.6	\$
300800	Table 8', Unskirted, 24" x 30" High	202.00	221.25	280.00		5.6	\$

Skirted Counters

Item Code	Description	Color Code	On or Before 3/25/20 Online (\$)	Discount (\$)	Regular (\$)	Qty	Tax %	Total
3014	Counter 4', Skirted 4 Sides, 24" x 42" High		120.00	132.00	167.00		5.6	\$
3016	Counter 6', Skirted 3 Sides, 24" x 42" High		150.00	164.00	208.00		5.6	\$
3018	Counter 8', Skirted 3 Sides, 24" x 42" High		175.00	192.00	243.00		5.6	\$
3017	Counter, Skirt 4th Side		63.00	69.50	88.00		5.6	\$

➡ Select size: 6' Counter _____ 8' Counter _____

Form Continues on Next Page



Furniture and Accessories Order Form

All orders are governed by the GES Payment Policy and GES Terms & Conditions of Contract as specified in this Exhibitor Services Manual.

Discount Deadline Date:
March 25, 2020

Company Name _____ Email _____ Phone Number _____ Booth Number _____

Unskirted Counter

Item Code	Description	On or Before 3/25/20 Online (\$)	Discount (\$)	Regular (\$)	Qty	Tax %	Total
301400	Counter 4', Unskirted, 24" x 42" High	192.00	211.00	267.00		5.6	\$
301600	Counter 6', Unskirted, 24" x 42" High	221.00	242.50	307.00		5.6	\$
301800	Counter 8', Unskirted, 24" x 42" High	249.00	274.00	347.00		5.6	\$

Risers

Item Code	Description	On or Before 3/25/20 Online (\$)	Discount (\$)	Regular (\$)	Qty	Tax %	Total
300193	Riser 4', Double Tier, 48"x8"x16" High	78.50	86.00	109.00		5.6	\$
300191	Riser 4', Single Tier, 48"x8"x8" High	55.50	61.25	77.50		5.6	\$
300194	Riser 6', Double Tier, 72"x8"x16" High	102.00	112.25	142.00		5.6	\$
300192	Riser 6', Single Tier, 72"x8"x8" High	78.50	86.00	109.00		5.6	\$

Custom Booth Drape

Item Code	Description	Color Code	On or Before 3/25/20 Online (\$)	Discount (\$)	Regular (\$)	Qty	Tax %	Total
3001	Drape, 3' High, Per Foot, 4' Minimum		23.00	24.90	31.50		5.6	\$
3002	Drape, 8' High, Per Foot, 4' Minimum		27.50	30.00	38.00		5.6	\$

Accessories

Item Code	Description	On or Before 3/25/20 Online (\$)	Discount (\$)	Regular (\$)	Qty	Tax %	Total
300124	Aisle Stanchion Chain, Plastic, Per Foot	7.00	7.70	9.75		5.6	\$
300123	Aisle Stanchion, without Chain	67.00	73.50	93.00		5.6	\$
300103	Aluminum Easel	89.50	98.75	125.00		5.6	\$
300111	Bag Stand	125.00	136.75	173.00		5.6	\$
300102	Coat Rack	125.00	136.75	173.00		5.6	\$
300104	Garment Rack	125.00	136.75	173.00		5.6	\$
300106	Literature Rack	211.00	232.25	294.00		5.6	\$
300201	Pegboard, White, 4'x8'	240.00	263.75	334.00		5.6	\$

↳ Select alignment: Horizontal _____ Vertical _____

300120	Sign Holder, Bell Base	112.00	124.00	157.00		5.6	\$
300108	Sign Holder, Chrome, 22"x28"	112.00	124.00	157.00		5.6	\$
300211	Tackboard	253.00	278.00	352.00		5.6	\$

↳ Select alignment: Horizontal _____ Vertical _____

300112	Ticket Tumbler, Small, Table Top	193.00	211.75	268.00		5.6	\$
300113	Wastebasket	27.50	30.00	38.00		5.6	\$
300118	Waterfall Stand	125.00	136.75	173.00		5.6	\$

Total and Sign:

Please
Sign

X

Authorized Signature

Authorized Name - Please Print

Date

I agree in placing this order that I have accepted GES Payment Policy and GES Terms & Conditions of Contract, including authorization for GES to retain personal information to better serve my need for GES services at future events.

Total Payment
Enclosed

\$

Cancellation Policy: Items cancelled will be charged **50%** of original price after move-in begins and **100%** of original price after installation.



Furniture Package Order Form

All orders are governed by the GES Payment Policy and GES Terms & Conditions of Contract as specified in this Exhibitor Services Manual.

CheeseExpo
Wisconsin Center
April 15 - 16, 2020

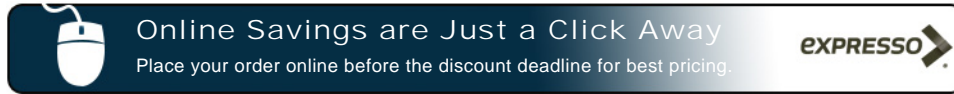
Discount Deadline Date:
March 25, 2020

Company Name

Email

Phone Number

Booth Number



Easy Ordering Tips:

- Furniture Packages offer significant savings and convenience.
- All prices include delivery, rental and removal.
- Return your orders three (3) weeks before show move-in to ensure availability. At show site some items may not be available and substitutions might be necessary.

Furniture Package

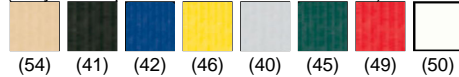


Furniture Package 1

Item Code	Description	Color Code	On or Before 3/25/20 Online (\$)	Discount (\$)	Regular (\$)	Qty	Tax %	Total
4906	Furniture Package 1		385.00	421.75	534.00		5.6	\$

Skirt Color Options

(Gray will be provided if no color is indicated.)



Furniture Package 2

Item Code	Description	Color Code	On or Before 3/25/20 Online (\$)	Discount (\$)	Regular (\$)	Qty	Tax %	Total
490012	Furniture Package 2		824.00	900.50	1,140.00		5.6	\$

Total and Sign:

Please
Sign

X

Authorized Signature

Authorized Name - Please Print

Date

I agree in placing this order that I have accepted GES Payment Policy and GES Terms & Conditions of Contract, including authorization for GES to retain personal information to better serve my need for GES services at future events.

Total Payment
Enclosed

\$

Cancellation Policy: Items cancelled will be charged **50%** of original price after move-in begins and **100%** of original price after installation.

Chat with us <http://www.ges.com/chat>



ELEVATE YOUR BOOTH

with our Specialty Furniture Offerings!

GES offers a wide variety of Specialty Furniture.

Chairs • Sofas • Barstools • Coffee tables • Bar tables • Cafe tables • Office Desks & Chairs



Interested in elevating your booth with Specialty Furniture?

Order Online: <https://e.ges.com/071601197/BoothFurnishingsRental/esm>

**Products offered are subjected to change.*



Convenience Package Order Form

All orders are governed by the GES Payment Policy and GES Terms & Conditions of Contract as specified in this Exhibitor Services Manual.

CheeseExpo
Wisconsin Center
April 15 - 16, 2020

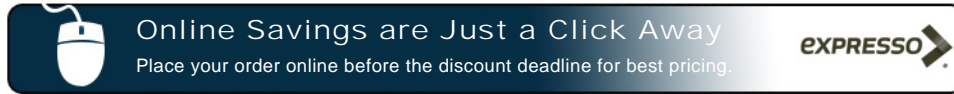
Discount Deadline Date:
March 25, 2020

Company Name

Email

Phone Number

Booth Number



Easy Ordering Tips:

- All prices include delivery, rental, and removal.
- Return your orders three (3) weeks before show move-in to ensure availability. At show site some items may not be available and substitutions might be necessary.
- Enjoy a fast and easy ordering experience online with Expresso:
<http://e.ges.com/071601197/packages/esm>



Chair Package A



Stool Package A



Premium Stool Package

Standard Furniture Package

Item Code	Description	On or Before 3/25/20		Regular (\$)	Qty	Tax %	Total
		Online (\$)	Discount (\$)				
404301	Chair Package A	625.00	686.50	869.00		5.6	\$
404311	Stool Package A	648.00	711.75	901.00		5.6	\$

Standard Skirted Furniture Package

Item Code	Description	Color Code	On or Before 3/25/20		Regular (\$)	Qty	Tax %	Total
			Online (\$)	Discount (\$)				
4046	Chair Package B		547.00	601.00	761.00		5.6	\$
4146	Stool Package B		618.00	678.50	859.00		5.6	\$

Skirt Color Options

(Gray will be provided if no color is indicated.)



Specialty Furniture Package

Item Code	Description	On or Before 3/25/20		Regular (\$)	Qty	Tax %	Total
		Online (\$)	Discount (\$)				
404506	Premium Stool Package	845.00	932.00	1,180.00		5.6	\$

Total and Sign:

Please
Sign

X

Authorized Signature

Authorized Name - Please Print

Date

I agree in placing this order that I have accepted GES Payment Policy and GES Terms & Conditions of Contract, including authorization for GES to retain personal information to better serve my need for GES services at future events.

Total Payment
Enclosed

\$

Cancellation Policy: Package items cancelled will be charged **50%** of original price after move-in begins and **100%** of original price after installation.

Form Continues on Next Page



Standard Exhibit Systems

With the following GES® standard exhibits to choose from, selecting the size and configuration that meets your tradeshow needs is easy. Our modular exhibits are hassle-free because you pay no design fees, no shipping fees and no repair or refurbishing fees. Plus, you may customize the trim and panels, and choose from a wide variety of accessories to create a unique exhibit that reinforces your brand and marketing efforts.

All packages include rental, delivery, installation and dismantling. For other custom furnishings, hanging signs or graphics, chat with your GES National Servicenter® representative at www.ges.com/chat.

10x20 Exhibits



600004 - Exhibit System GEM #4, 10'x20' Inline Includes:

- one 117" x 12" digitally printed sign
- one 57-7/8" x 12" digitally printed sign
- one 2m counter
- six arm lights
- five shelves
- one standard 10' x 20' carpet
- no padding

10x10 Exhibits



600002 - Exhibit System GEM #2, 10'x10'

Inline Includes:

- one custom ID sign
- two arm lights
- one standard 10' x 10' carpet
- no padding



600003 - Exhibit System GEM #3, 10'x10'

Inline Includes:

- one custom ID sign
- three arm lights
- five shelves
- one 1m counter
- one standard 10' x 10' carpet
- no padding

Please note that although arm lights may be included in your package, electrical power must be ordered separately through the electrical services provider in your exhibitor service manual. Colors may vary due to facility lighting, printing limitations and dye lot differences.

Standard Exhibit Systems

Accessories



600410 - Exhibit, Ad Board, 1M x 8'



600110 - Exhibit, Armlight Black



600103 - Exhibit, Counter, 1M Curved



600101 - Exhibit, Counter, 1M x 1/2M x 40"H



600102 - Exhibit, Counter, 2M x 1/2M x 40"H



600221 - Exhibit, Light Box, Large 37"x85"



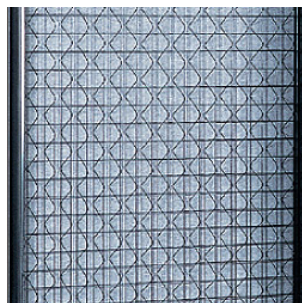
600222 - Exhibit, Light Box, Medium 37"x56"



600223 - Exhibit, Light Box, Small 37"x28"



661931 - Exhibit, Panel, Slatwall, 1M x 8'



600291 - Exhibit, Panel, Wirewall, 1M



600243 - Exhibit, Shelf, 1M x 10" Deep

Trim and Panel Choices

Panel Type & Color



Coated: Black (C41)



Coated: Oxford White (C50)



Coated: Silver Gray (C79)



Fabric: Black (F41)



Fabric: Gray (F40)

Trim Color



Black (41)

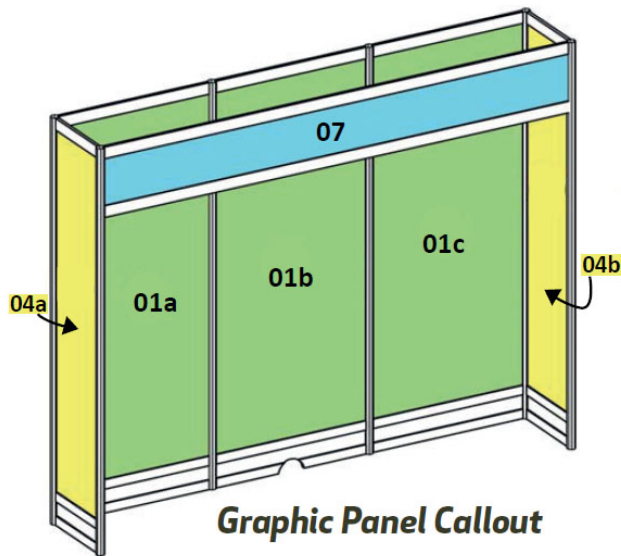


Silver (79)

Please note that although arm lights may be included in your package, electrical power must be ordered separately through the electrical services provider in your exhibitor service manual. Colors may vary due to facility lighting, printing limitations and dye lot differences.

Standard Exhibits Graphics

Exhibit #2, 10 x 10 (600002)



- 01** 608301 38 1/8" wide x 86 1/4" tall
Discount Price - \$542.00 /Regular Price - \$754.00
Produced on 3/16" Thick White Foamcore
- 04** 608304 18 7/16" wide x 86 1/4" tall
Discount Price - \$273.00 /Regular Price - \$379.00
Produced on 3/16" Thick White Foamcore
- 07** 608307 117" wide x 12" tall
Discount Price - \$231.00 /Regular Price - \$322.00
Produced on 3/16" Thick White Foamcore

Order Standard Exhibit Graphics online by March 25, 2020 for best pricing. All orders placed after this date will receive the regular price.

All prices listed above are per panel.

Please note pricing listed is for graphic panels only. GEM units are rented separately.

GES requires a form of payment for booth graphics in order to produce signage. Please see Payment and Credit Card Authorization for required information.

Please contact GES National Service Center at (800) 475-2098 or (702) 515-5970 with any questions or concerns.

Link: <https://e.ges.com/071601197/exhibit2/esm>

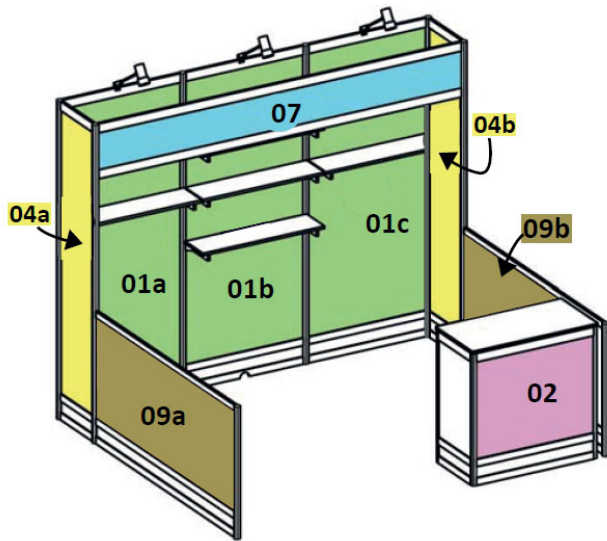


Booth Rendering

Please note that although arm lights may be included in your package, electrical power must be ordered separately through the electrical services provider in your exhibitor service manual. Colors may vary due to facility lighting, printing limitations and dye lot differences.

Standard Exhibits Graphics

Exhibit #3, 10 x 10 (600003)



Graphic Panel Callout

- 01** 608301 38 1/8" wide x 86 1/4" tall
 Discount Price - \$542.00 /Regular Price - \$754.00
 Produced on 3/16" Thick White Foamcore
- 04** 608304 18 7/16" wide x 86 1/4" tall
 Discount Price - \$273.00 /Regular Price - \$379.00
 Produced on 3/16" Thick White Foamcore
- 07** 608307 117" wide x 12" tall
 Discount Price - \$231.00 /Regular Price - \$322.00
 Produced on 3/16" Thick White Foamcore
- 02** 608302 38 1/8" wide x 30 1/4" tall
 Discount Price - \$191.00 /Regular Price - \$265.00
 Produced on 3/16" Thick White Foamcore
- 09** 608309 77 1/2" wide x 30 1/4" tall
 Online Discount - \$388.00 /Regular Price - \$539.00
 Produced on 3/16" Thick White Foamcore

Order Standard Exhibit Graphics online by March 25, 2020 for best pricing. All orders placed after this date will receive the regular price.

All prices listed above are per panel.

Please note pricing listed is for graphic panels only. GEM units are rented separately.

GES requires a form of payment for booth graphics in order to produce signage. Please see Payment and Credit Card Authorization for required information.

Please contact GES National Service Center at (800) 475-2098 or (702) 515-5970 with any questions or concerns.

Link: <https://e.ges.com/071601197/exhibit3/esm>

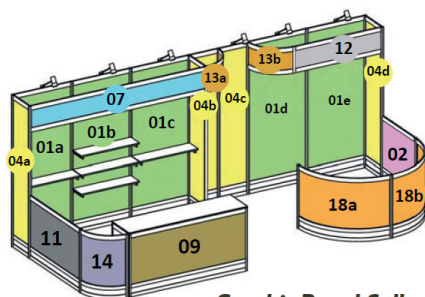


Booth Rendering

Please note that although arm lights may be included in your package, electrical power must be ordered separately through the electrical services provider in your exhibitor service manual. Colors may vary due to facility lighting, printing limitations and dye lot differences.

Standard Exhibits Graphics

Exhibit #4, 10 x 20 (600004)



Graphic Panel Callout

12 608312 57 7/8" wide x 12" tall
Discount Price - \$120.00 /Regular Price - \$166.00
Produced on 3/16" Thick White Foamcore

13 608313 29 3/4" wide x 12" tall
Discount Price - \$59.00 /Regular Price - \$82.00
Produced on 1/8" Thick White Foamacell

18 608318 60 3/4" wide x 30 1/4" tall
Discount Price - \$305.00 /Regular Price - \$424.00
Produced on 1/8" Thick White Foamacell

09 608309 77 1/2" wide x 30 1/4" tall
Discount Price - \$388.00 /Regular Price - \$539.00
Produced on 3/16" Thick White Foamcore

14 608314 29 3/4" wide x 30 1/4" tall
Discount Price - \$149.00 /Regular Price - \$207.00
Produced on 1/8" Thick White Foamacell

Order Standard Exhibit Graphics online by March 25, 2020 for best pricing. All orders placed after this date will receive the regular price.

All prices listed above are per panel.

Please note pricing listed is for graphic panels only. GEM units are rented separately.

GES requires a form of payment for booth graphics in order to produce signage. Please see Payment and Credit Card Authorization for required information.

Please contact GES National Service Center at (800) 475-2098 or (702) 515-5970 with any questions or concerns.

Link: <https://e.ges.com/071601197/exhibit4/esm>

01 608301 38 1/8" wide x 86 1/4" tall
Discount Price - \$542.00 /Regular Price - \$754.00
Produced on 3/16" Thick White Foamcore

04 608304 18 7/16" wide x 86 1/4" tall
Discount Price - \$273.00 /Regular Price - \$379.00
Produced on 3/16" Thick White Foamcore

11 608311 57 7/8" wide x 30 1/4" tall
Discount Price - \$115.00 /Regular Price - \$160.00
Produced on 3/16" Thick White Foamcore

02 608302 38 1/8" wide x 30 1/4" tall
Discount Price - \$191.00 /Regular Price - \$265.00
Produced on 3/16" Thick White Foamcore

07 608307 117" wide x 12" tall
Discount Price - \$231.00 /Regular Price - \$322.00
Produced on 3/16" Thick White Foamcore



Booth Rendering

Please note that although arm lights may be included in your package, electrical power must be ordered separately through the electrical services provider in your exhibitor service manual. Colors may vary due to facility lighting, printing limitations and dye lot differences.

Exhibit Systems Order Form

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CheeseExpo
Wisconsin Center
April 15 - 16, 2020

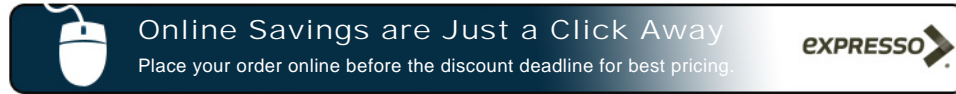
Discount Deadline Date:
March 25, 2020

Company Name

Email

Phone Number

Booth Number



Easy Ordering Tips:

- All prices include delivery, rental and removal.
- Return your orders three (3) weeks before show move-in to ensure availability. At show site some items may not be available and substitutions might be necessary.
- Arm lights and shelves cannot be placed on pipe and drape.

13 oz. Carpet Color Options

(Gray will be provided if no color is indicated below)



Exhibit Panel Color Options

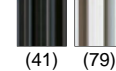
(Gray Fabric Panel will be provided if no color is indicated below)



C Color Codes are Coated Panels
F Color Codes are Fabric

Trim Color Options

(Silver will be provided if no color is indicated below)



Standard Exhibits

10x10 Exhibits

Item Code	Description	On or Before 3/25/20 Online (\$)	Discount (\$)	Regular (\$)	Qty	Tax %	Total
600002	Exhibit System GEM #2, 10'x10' Inline	2,440.00	2,685.50	3,400.00		5.6	\$
	↳ Carpet Color Code: _____ Trim Color: _____ Panel Color: _____						
600003	Exhibit System GEM #3, 10'x10' Inline	4,600.00	5,047.50	6,390.00		5.6	\$
	↳ Carpet Color Code: _____ Trim Color: _____ Panel Color: _____						

10x20 Exhibits

Item Code	Description	On or Before 3/25/20 Online (\$)	Discount (\$)	Regular (\$)	Qty	Tax %	Total
600004	Exhibit System GEM #4, 10'x20' Inline	10,110.00	11,105.75	14,060.00		5.6	\$
	↳ Carpet Color Code: _____ Trim Color: _____ Panel Color: _____						

Accessories

Item Code	Description	On or Before 3/25/20 Online (\$)	Discount (\$)	Regular (\$)	Qty	Tax %	Total
600410	Exhibit, Ad Board, 1M x 8'	794.00	869.00	1,100.00		5.6	\$
	↳ Trim Color: _____ Panel Color: _____						
600110	Exhibit, Armlight Black	119.00	130.25	165.00		5.6	\$
600103	Exhibit, Counter, 1M Curved	1,090.00	1,200.75	1,520.00		5.6	\$
	↳ Trim Color: _____ Panel Color: _____						
600101	Exhibit, Counter, 1M x 1/2M x 40"H	555.00	609.00	771.00		5.6	\$
	↳ Trim Color: _____ Panel Color: _____						
600102	Exhibit, Counter, 2M x 1/2M x 40"H	757.00	829.50	1,050.00		5.6	\$
	↳ Trim Color: _____ Panel Color: _____						
600221	Exhibit, Light Box, Large 37"x85"	1,020.00	1,113.75	1,410.00		5.6	\$
600222	Exhibit, Light Box, Medium 37"x56"	794.00	869.00	1,100.00		5.6	\$
600223	Exhibit, Light Box, Small 37"x28"	493.00	541.75	686.00		5.6	\$
661931	Exhibit, Panel, Slatwall, 1M x 8'	697.00	764.50	968.00		5.6	\$
600291	Exhibit, Panel, Wirewall, 1M	675.00	741.75	939.00		5.6	\$
600243	Exhibit, Shelf, 1M x 10" Deep	92.00	101.00	128.00		5.6	\$

Chat with us <http://www.ges.com/chat>



Exhibit Systems Order Form

All orders are governed by the GES Payment Policy and GES Terms & Conditions of Contract as specified in this Exhibitor Services Manual.

Discount Deadline Date:
March 25, 2020

Company Name Email Phone Number Booth Number

Accessories

600262	Tackboard, Gem, 4' X 8'	794.00	869.00	1,100.00		5.6	\$
--------	-------------------------	--------	--------	----------	--	-----	----

Electrical or Utilities Under Carpet?

☐ Yes ☐ No

Total and Sign:

Please
Sign

X

Authorized Signature

Authorized Name - Please Print

Date

I agree in placing this order that I have accepted GES Payment Policy and GES Terms & Conditions of Contract, including authorization for GES to retain personal information to better serve my need for GES services at future events.

Total Payment
Enclosed

\$

Cancellation Policy: Items cancelled will be charged **50%** of original price after move-in begins and **100%** of original price after installation.

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Chat with us <http://www.ges.com/chat>



CheeseExpo
Wisconsin Center
April 15 - 16, 2020

We are committed to partnering with you to provide comprehensive and effective graphic solutions for your event. The graphics print and production industry continuously evolves, and we want your graphics and images to look their absolute best. To ensure the highest quality output from your digital files, and to make file transfers as seamless as possible, please review and follow these guidelines when submitting artwork to GES. We also offer layout and design services for a fee. Please contact GES for details.



- Save money by providing your artwork/graphic files in the recommended formats.
- Send your graphics early with client name, show name and booth number to avoid costly delays.
- Do not copy graphics from web pages as they will be low resolution and not suitable for your exhibit/sign.

Graphics

- Avoid setting type in Photoshop - instead use a vector-based program (such as Adobe Illustrator) for your type. If you do use vector smart objects, save the file as an .eps or .psd to retain vector properties.
- If you plan to add effects to your type (such as drop shadows or glows), follow these steps:
 - a. Import the Illustrator type into Photoshop
 - b. Add effects to the type
 - c. Separate the effects onto a layer
 - d. Delete the type layer
 - e. Assemble the type and photo in a vector program
- Always provide logos in a vector format.
- If you have critical PMS colors to match, provide us with a layered Photoshop file to allow for color editing.
- Use gradients carefully and sparingly. Gradients often "band," and little can be done to correct the problem. Look at your high res file at 100% if you can see the banding, it WILL appear in the print. Adding 1 pt. of noise to the file may resolve the problem.

Suitable programs for images or logos:

- Adobe Illustrator CC 2018 - .ai, .pdf, .eps
- Adobe InDesign CC 2018 - .indd, .pdf
- Adobe Photoshop CC 2018 - .pdf, .tiff, .jpeg
- Adobe Acrobat

Color

If your Vector artwork needs to be color specific, please set up your files using the Pantone color pallet. Some Pantone colors are more likely to be achieved than others, we will match all Pantone colors to the best possible interpretation. We do our best to match any physical print sample, however, the colors may deviate slightly due to the limitations within the print process.



If providing colors as CMYK, please set colors as spot. Spot Colors are colors that have been specifically labeled within design software so that RIP Stations can recognize them. Setting colors to "Spot" it enables the RIP Station to adjust the colors independently of the design software to maximize work flow.



Vector Artwork

For the best quality, create graphics in vector format (AI, EPS). Logos taken from websites are generally GIF files, and those are not acceptable as they will not print clearly. Artwork produced for contour cut decals, such as solid company logos or text, must be supplied in a vector format (AI or vector EPS). Artwork created in a pixel format (TIF, JPG) is not compatible with equipment.

preferred* AI/EPS (vector)

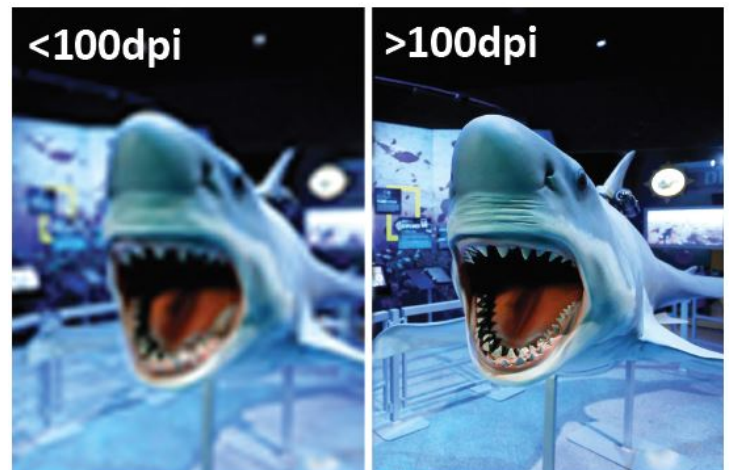


GIF, TIFF, JPEG (raster)



Bitmap/Raster Artwork

TIF, JPEG, PDF and PSD - These are the preferred file formats for raster images. Files should be supplied at 100dpi at full size, or they should scale to those dimensions. If the resolution is lower than 100dpi, images can look blurry or pixelated when printed. If there is a lot of small text in the raster image, the file can be provided at higher resolutions to ensure print quality. Files obtained from the internet (JPG, GIF, PNG) or artwork created in MS Office applications (Word, Excel, PowerPoint, etc.) are often not suitable for high quality output for large/grand sized graphics or signage.



Order graphics and **upload artwork files** directly online: <https://e.ges.com/071601197/signs/esm>

Make sure your file(s) are labeled with the exhibiting company's name, the show name and the booth number
(e.g. ABC Company_SHOW_Booth 1234.zip)

Chat with us <http://www.ges.com/chat>



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Wisconsin Center
April 15 - 16, 2020

Text

Turn all fonts to outlines or convert to paths before sending the files. If you are using a program where this is not an option, **YOU MUST INCLUDE ALL FONTS** with your files. OTF (open type fonts) are preferred.

Editable Text



Outlined Text - preferred*

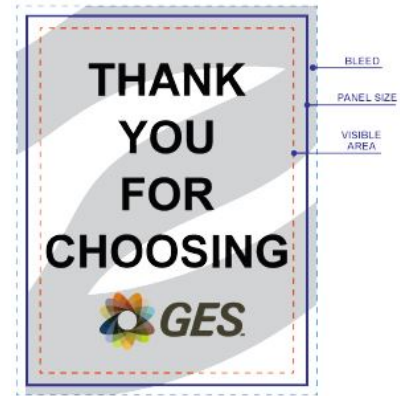


Final Print package should contain:

- Consistent color pallets in all files (if providing colors as CMYK, please set colors as spot)
- All fonts converted to outlines and/or the fonts used
- Embedded images and/or linked images
- Final art at 100ppi at 100% scale (or an accurate aspect ratio with supporting resolution) Mandatory ZIP or SIT compression

Allow for Frames & Finishing

Some graphics are held in frames. Place all type and critical images at least 1" from all edges to avoid being covered by frames.



For graphics that are held in railroad bases, please place all type and critical images at least 6" from the base to avoid being covered.



Graphics and Signage Order Form

All orders are governed by the GES Payment Policy and GES Terms & Conditions of Contract as specified in this Exhibitor Services Manual.

CheeseExpo
Wisconsin Center
April 15 - 16, 2020

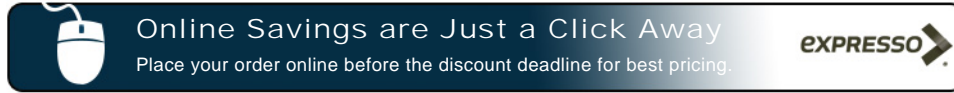
Discount Deadline Date:
March 25, 2020

Company Name

Email

Phone Number

Booth Number



Order graphics and **upload artwork files** directly online: <https://e.ges.com/071601197/signs/esm>

Graphics and Signage

Item Code	Description	On or Before 3/25/20		Regular (\$)	Qty	Tax %	Total
		Online (\$)	Discount (\$)				
600534	22"W x 28"H Vertical Sign w/ Sign Holder, Double Sided	326.00	357.75	453.00		5.6	\$
600533	22"W x 28"H Vertical Sign w/ Sign Holder, Single Sided	253.00	277.25	351.00		5.6	\$
600535	72"W x 36"H Vinyl Banner (horizontal or vertical) w/ Silver Grommets, Single Sided	268.00	293.75	372.00		5.6	\$
600852	Freestanding 24"W x 84"H Vertical Ad Board w/ Cardboard Base, Double Sided	482.00	530.00	671.00		5.6	\$
600850	Freestanding 24"W x 84"H Vertical Ad Board w/ White Cardboard Base, Single Sided	297.00	325.50	412.00		5.6	\$
600853	Freestanding 38"W x 84"H Vertical Ad Board w/ White Cardboard Base, Double Sided	632.00	693.50	878.00		5.6	\$
600851	Freestanding 38"W x 84"H Vertical Ad Board w/ White Cardboard Base, Single Sided	446.00	490.50	621.00		5.6	\$
601099	Printed Cardboard Base for Freestanding Boards	29.50	32.00	40.50		5.6	\$

Total and Sign:

Please
Sign

X

Authorized Signature

Authorized Name - Please Print

Date

I agree in placing this order that I have accepted GES Payment Policy and GES Terms & Conditions of Contract, including authorization for GES to retain personal information to better serve my need for GES services at future events.

Total Payment
Enclosed

\$

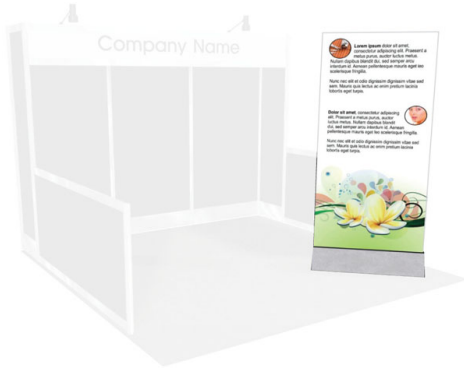
022520 071601197

I-1 102617

Chat with us <http://www.ges.com/chat>

Standard Graphics

38" Ad Board

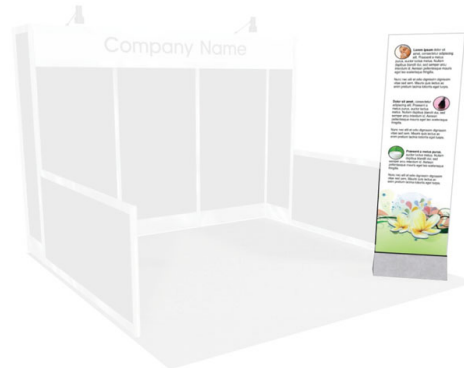


600851 Freestanding 38"W x 84"H Vertical Ad Board w/ White Cardboard Base, Single Sided

600853 Freestanding 38"W x 84"H Vertical Ad Board w/ White Cardboard Base, Double Sided

*Includes cardboard base, graphic and delivery.
Printed base available at additional cost.*

24" Ad Board



600850 Freestanding 24"W x 84"H Vertical Ad Board w/ White Cardboard Base, Single Sided

600852 Freestanding 24"W x 84"H Vertical Ad Board w/ Cardboard Base, Double Sided

*Includes cardboard base, graphic and delivery.
Printed base available at additional cost.*

22" x 28" with Sign Holder



600533 22"W x 28"H Vertical Sign w/ Sign Holder, Single Sided

600534 22"W x 28"H Vertical Sign w/ Sign Holder, Double Sided

Includes sign holder rental, graphic and delivery.

6' x 3' Banner



600535 72"W x 36"H Vinyl Banner (horizontal or vertical) w/ Silver Grommets, Single Sided

*Banner is available horizontal or vertical.
Includes silver grommets.*

Material Handling/Drayage Information

All orders are governed by the GES Payment Policy and GES Terms & Conditions of Contract as specified in this Exhibitor Services Manual.

CheeseExpo
Wisconsin Center
April 15 - 16, 2020

Benefits of Advance Shipping to the GES Warehouse

- Storage of materials for up to 30 days prior to your show.
- Delivery of shipments to your booth by your published set-up time.
- 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 GES Warehouse

- Remove all old shipping and empty storage labels.
- Fill out and attach enclosed Advance Shipping labels.
- Complete the enclosed Material Handling/Drayage 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.

How to Ship to Exhibit Site

- Consign all domestic shipments c/o GES.
- Remove all old shipping and empty storage labels.
- Fill out and attach enclosed Direct Shipping labels.
- Complete the enclosed Material Handling Information Sheet.
- 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.
- If you are shipping your carpet and/or lighting truss, make sure it is loaded last so it can be unloaded first.

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.

Tracking Shipments

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. GES Logistics domestic shipments can be tracked online by going to:

www.ges.com/us/services/exhibition-transportation-tools.

Get an instant quote today at https://e.ges.com/071601197/logistics_Quote

Chat with us <http://www.ges.com/chat>



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/Drayage Order Form for details. Please prepay all shipping charges - GES 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, GES 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.
- Overtime Surcharges - Shows that move-in or move-out on weekends or after 4:30 PM during the weekday may be subject to additional overtime surcharges. See enclosed Material Handling/Drayage Order Form for details.

Late Surcharges - May be charged an additional overtime surcharge

- If advance freight is received before or after the published deadline date for shipments to arrive at the warehouse. See enclosed Material Handling/Drayage Order Form for details.
- Freight shipments sent to the show after it has opened.
- Freight shipments that are received at show site that do not meet their published date and time.
- Shipment Surcharges - A surcharge will be incurred per shipment for those that 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.

Machinery Labor and Equipment

Labor and equipment for uncrating, unskidding, positioning, leveling, dismantling, recrateing, and reskidding machinery and/or equipment must be ordered separately. Place your order for this labor using the Forklift Labor 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.

Storing Empty Containers

Properly labeled empty shipping cartons will be picked up, stored and returned after the show. Labels are available at the GES Servicer[®] or from your GES Service Executive 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." GES has no liability for damage to crates or items sent to empty storage in crates.

Outgoing Shipments

An OMHF (Outbound Material Handling Form / Bill of Lading) must accompany all outgoing shipments. Shipping information, outbound forms and labels will be available at the GES Servicer[®]. 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.

Measure of Damage

- Liability - GES is liable for loss or damage to your goods only if the loss or damage is caused by GES negligence.
- Sole Relief - If found liable for any loss, GES' sole and exclusive maximum liability for loss or damage to Customer's goods is limited to \$.50 (USD) per pound with a maximum liability of \$100 (USD) per container, or \$1,500.00 (USD) per shipment, whichever is less.

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. GES has published GES Terms and Conditions of Contract that are in this exhibitor service manual. Please read them carefully. It is recommended that your goods be insured.

Work Zone

Customer acknowledges that the show site and surrounding areas are active work zones. Customer, its agents, employees and representatives are present at their own risk.






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Save 10% on Material Handling with GES Transportation Plus.

GES is your one stop shop for event and trade show transportation. As the Official Services Provider, we can offer you competitive pricing and a seamless shipping experience along with these Transportation Plus benefits:



-  10% off material handling
-  GES on-site support professionals
-  24/7 online shipment tracking: <http://www.ges.com/us/logistics/tools>
-  Consolidated show invoice
-  Fully integrated storage and shipping solutions



Order your round-trip shipping today to qualify for 10% off material handling fees.

Get an instant quote today at: https://e.ges.com/071601197/logistics_quote

Discount does not apply to shipments that are considered small packages, local, truckloads, or shipments over 5,000 lbs.

Material Handling/Drayage Order Form

Page 1 of 3

All orders are governed by the GES Payment Policy and GES Terms & Conditions of Contract as specified in this Exhibitor Services Manual.

CheeseExpo
Wisconsin Center
April 15 - 16, 2020

Discount Deadline Date:
March 25, 2020

Company Name Email Phone Number Booth Number



Easy Ordering Tips:

- Material Handling is the unloading and delivery of exhibit freight to the exhibitor's booth on the show floor. Material handling charges will be invoiced to you at show site for any freight unloaded and delivered. Use this form to plan, estimate costs and pre-order this service.
- Straight Time is Monday through Friday 8:00 AM to 4:30 PM. Trucks loaded / unloaded after 4:30 pm will be charged at the overtime rate.
- Overtime is all other times, Saturdays, Sundays and holidays.
- Crated material is skidded, or is in any type of shipping container that can be unloaded at the dock with no additional handling required.
- Special Handling is 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.
- Uncrated material is shipped loose or pad-wrapped, and/or unskidded machinery without proper lifting bars or hooks. The advance receiving warehouse cannot receive uncrated shipments.
- Drivers with outbound shipments must check in at the exhibit site and the exhibitor must turn in the bill of lading by 12:00 PM to guarantee same day loading.
- Loose carpeting and/or padding may be shipped to the Advanced Warehouse, but requires additional labor and equipment to offload.

Step 1. Review Freight Material Handling Rates and Information

Advance Shipment to Warehouse (200 lbs. minimum per shipment)

GES is unable to receive flatbed shipments or any single piece weighing over 5,000 pounds at the Advance Warehouse.

	Crated	Special Handling
Overtime In / Straight Time Out	\$78.00 cwt	\$105.30 cwt
Overtime In / Overtime Out	\$96.00 cwt	\$129.60 cwt

Advance Shipments to Warehouse Dates:

Wed, Mar 11, 2020: Advance shipments may begin arriving at warehouse.

Fri, Apr 10, 2020: Last day for shipments to arrive at warehouse.

Carpet Handling

Overtime In / Straight Time Out	\$124.80 cwt
Overtime In / Overtime Out	\$153.60 cwt

Direct Shipment to Show Site (200 lbs. minimum per shipment)

	Crated	Special Handling	Uncrated
Overtime In / Straight Time Out	\$84.50 cwt	\$114.08 cwt	\$135.20 cwt
Overtime In / Overtime Out	\$104.00 cwt	\$140.40 cwt	\$166.40 cwt

Direct Shipments to Show site Dates:

Mon, Apr 13, 2020: Direct shipments may begin arriving at exhibit site after 9:00 AM.

Wed, Apr 15, 2020: Last day for shipments to arrive at exhibit site by 11:00 AM.

Carpet Handling

Overtime In / Straight Time Out	\$135.20 cwt
Overtime In / Overtime Out	\$166.40 cwt

Small Package

Cartons and envelopes received without documentation will be delivered without guarantee of piece count or condition. Maximum weight is 50 lbs. for the first shipment, per delivery. This includes UPS and Federal Express shipments. All shipments received via air carrier that do not fall under the small package category may be subject to special handling charges. First shipment of small packages will be charged \$40.00. Each additional package will be charged \$13.00.

Form Continues on Next Page



Material Handling/Drayage Order Form

All orders are governed by the GES Payment Policy and GES Terms & Conditions of Contract as specified in this Exhibitor Services Manual.

Company Name

Email

Phone Number

Booth Number

Step 2. Estimate Order

Small Packages

1 1st Small Package Shipment x \$40.00 = _____ Total

_____ # of additional packages (each) x \$13.00 = _____ Total

Material Handling/Drayage

Calculate Total CWT (Enter in increments of 100's only; round up to the next 100 mark if your weight is more than 8 lbs. over the previous 100 mark. 200 pound minimum per shipment.). We understand that your calculation is only an estimate. Invoicing will be done from the actual weight. Adjustments will be made accordingly.

GES is unable to receive flatbed shipments or any single piece weighing over 5,000 pounds at the Advance Warehouse.

_____ pounds of freight ÷ 100 = _____ Total CWT x _____ Rate = _____ Total

On Date: _____

By Carrier: _____

Total Number of Pieces: _____

Shipment Will Be Sent To:

☐ Exhibit Site

☐ Warehouse

Total and Sign:

Please
Sign

X

Authorized Signature

Authorized Name - Please Print

Date

I agree in placing this order that I have accepted GES Payment Policy and GES Terms & Conditions of Contract, including authorization for GES to retain personal information to better serve my need for GES services at future events.

Total Payment
Enclosed

\$

Surcharges

Late/Early to Warehouse Shipment Surcharges:

30% (\$50 minimum) surcharge will apply to all shipments received after the published timeline. Monthly storage fee will apply before published timeline.

Special Handling/Mixed Shipments:

A 35% surcharge will apply to items requiring special handling or mixed shipments.

Uncrated Shipments:

A 60% surcharge will apply to loose or pad-wrapped, and/or unskidded machinery without proper lifting bars or hooks.

Measure of Damage:

If found liable for any loss, GES' sole and exclusive maximum liability for loss or damage to Customer's goods is limited to \$.50 (USD) per pound with a maximum liability of \$100 (USD) per container, or \$1,500.00 (USD) per shipment, whichever is less.

Certified Weight Tickets Are Required For All Shipments:

Drivers with inbound shipments must check in at the GES warehouse or exhibit site by 2:00 PM to be guaranteed same day unloading. Warehouse receiving hours are Monday - Friday, 8:00 AM - 2:30 PM; Closed 11:30 AM - 12:30 PM and holidays.

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What is "Special" Handling?

Special Handling applies to shipments that are loaded in such a manner as to require additional labor and handling to unload or load out. An additional fee beyond the standard crated rate will apply.

Special Handling Includes:

Ground Loading

- Vehicles that are not dock height, preventing the use of loading docks.
- When docks are not readily available.
- When convention facility has no dock space.

Side Door Loading

- Shipments tendered for delivery in such a manner as to prevent access from the rear of the trailer.

Constricted Space Loading

- Freight loaded "high and tight" or down one side as to make shipments not readily available.

Designated Piece Loading

- When a trailer must be loaded in a particular sequence to ensure fit.

Stacked, Cubed-out, or Loose Shipments

- Shipments loaded in such a manner requiring items to be removed to ground level for delivery to booth.
- Items that would need to be unstacked/stacked, unstrapped/strapped, or loadbars to be removed/installed during the unload or load out process.

Multiple Shipments

- Shipments that are loaded mixed on the truck, failing to maintain shipment integrity and/or have multiple delivery areas.

Mixed Shipments

- Pieces for separate shipments that are loaded mixed throughout the delivery vehicle, or shipments of crated and uncrated goods where the percentage of uncrated is minimal and does not warrant full uncrated rate for shipment.

Improper Delivery Receipts

- Shipments that arrive without individual Bill of Lading. Possible examples might include: UPS, FedEx, company trucks, privately-owned vehicles.

Uncrated Shipments

- Material that is shipped loose or pad-wrapped, and/or unskidded machinery without proper lifting bars or hooks.

Special Handling Examples:



Side Door Loading



Constricted Space Loading



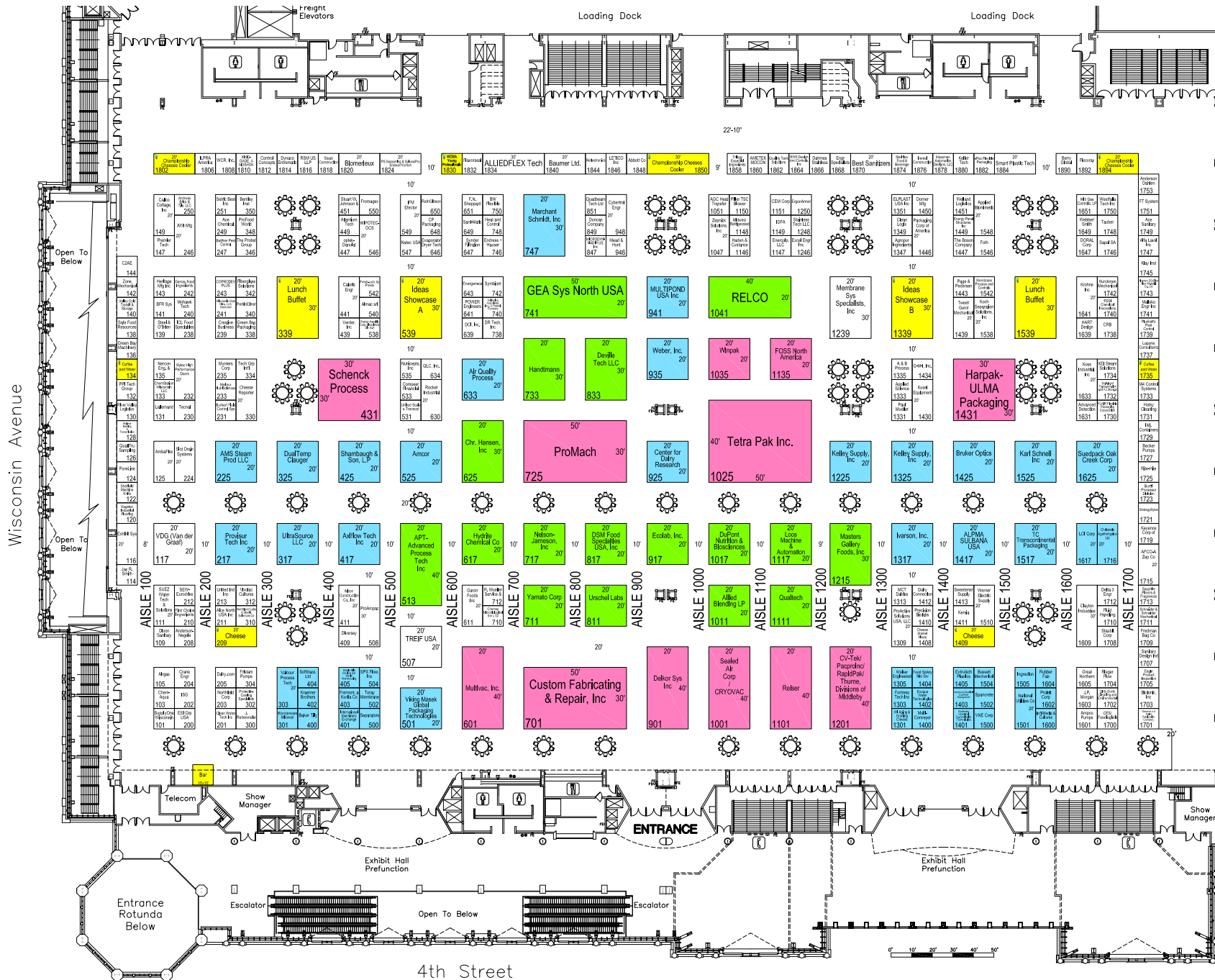
Stacked Shipments



Uncrated Shipment



Multiple Shipments



BUILDING LEGEND

CEILING HEIGHTS BY ROOM:
 ROOMS WITH CEILING HEIGHTS TO 30' OR LESS:
 CEILING HEIGHTS TO 30' OR LESS
 CEILING HEIGHTS TO 30' OR LESS
 CEILING HEIGHTS TO 30' OR LESS

CEILING HEIGHTS BY ROOM:
 ROOMS WITH CEILING HEIGHTS TO 30' OR LESS:
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CEILING HEIGHTS BY ROOM:
 ROOMS WITH CEILING HEIGHTS TO 30' OR LESS:
 CEILING HEIGHTS TO 30' OR LESS
 CEILING HEIGHTS TO 30' OR LESS
 CEILING HEIGHTS TO 30' OR LESS

TARGET DAYS

MONDAY, APRIL 13, 11AM MOVE IN
 DRIVER CHECK IN 6AM - 8AM

MONDAY, APRIL 13, 1PM MOVE IN
 DRIVER CHECK IN 8AM - 10AM

MONDAY, APRIL 13, 3PM MOVE IN
 DRIVER CHECK IN 10AM - 12PM

TUESDAY, APRIL 14

Class Inventory

Dimension	Site	Qty	SqFt
10x10	100	3	300
10x20	200	4	800
10x30	300	3	900
20x20	400	4	2,400
Totals:	12	3,800	

Inventory Excluding Management booths

Dimension	Site	Qty	SqFt
10x10	100	223	22,300
10x20	200	35	7,000
10x30	300	3	900
20x20	400	34	13,600
20x30	600	6	3,600
20x40	800	7	5,600
20x50	900	1	1,800
30x50	1,000	1	1,000
30x60	1,500	2	3,000
40x50	2,000	1	2,000
Totals:	314	60,800	

International Cheese Technology Exposition

April 15 - 16, 2020

Wisconsin Center - Halls A, B, C & D

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File: ichees-2004-mocca-abd.dwg
 Plotted: Jan 30, 2020
 By: PIZZAL

Use these shipping labels as they will expedite handling. Copies of these labels are acceptable if additional labels are needed.



FROM:

ADVANCE SHIPMENT

TO:

Full Exhibiting Company Name at Show

CheeseExpo

Name of Exhibition

071601197

BOOTH NUMBER

C/O **GES**
YRC
6880 South Howell Ave
Oak Creek, WI 53154 USA

Shipment Should Arrive on or Between:
Wednesday, March 11, 2020 - Friday, April 10, 2020

Certified Weight Tickets are required for all Shipments. Drivers must check in by 2:00 PM to be guaranteed same day unloading. Warehouse receiving hours are Monday - Friday, 8:00 AM - 2:30 PM; Closed 11:30 AM - 12:30 PM & Holidays.

Carrier _____
Number _____ of _____ pieces



FROM:

ADVANCE SHIPMENT

TO:

Full Exhibiting Company Name at Show

CheeseExpo

Name of Exhibition

071601197

BOOTH NUMBER

C/O **GES**
YRC
6880 South Howell Ave
Oak Creek, WI 53154 USA

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Carrier _____
Number _____ of _____ pieces



Please print this label on a color printer if possible

Please print this label on a color printer if possible

Use these shipping labels as they will expedite handling. Copies of these labels are acceptable if additional labels are needed.

D	RUSH!
	EXHIBITION FREIGHT

FROM:

DIRECT SHIPMENT

TO:

Full Exhibiting Company Name at Show

CheeseExpo

Name of Exhibition

071601197


BOOTH NUMBER

C/O GES
Wisconsin Center
400 West Wisconsin Avenue
Milwaukee, WI 53203-2104 USA

Shipment Should Arrive on or Between:

Monday, April 13, 2020 after 9:00 AM - Wednesday, April 15, 2020 by 11:00 AM

Certified Weight Tickets are Required for all shipments. Drivers must check in by 2:00 PM to be guaranteed same day unloading.

Carrier _____
Number _____ of _____ pieces 

D	RUSH!
	EXHIBITION FREIGHT

FROM:

DIRECT SHIPMENT

TO:

Full Exhibiting Company Name at Show

CheeseExpo

Name of Exhibition

071601197


BOOTH NUMBER

C/O GES
Wisconsin Center
400 West Wisconsin Avenue
Milwaukee, WI 53203-2104 USA

Shipment Should Arrive on or Between:

Monday, April 13, 2020 after 9:00 AM - Wednesday, April 15, 2020 by 11:00 AM

Certified Weight Tickets are Required for all shipments. Drivers must check in by 2:00 PM to be guaranteed same day unloading.

Carrier _____
Number _____ of _____ pieces 

Please print this label on a color printer if possible

Please print this label on a color printer if possible

Request for Pre-Printed Outbound Material Handling Release/Labels

All orders are governed by the GES Payment Policy and GES Terms & Conditions of Contract as specified in this Exhibitor Services Manual.

CheeseExpo
Wisconsin Center
April 15 - 16, 2020

Form Deadline Date:
March 25, 2020



Form Tips:

- This form is used to gather your shipping information for the destination of your freight after the show closes. This document is not a Bill of Lading (BOL).
- Save time checking out by completing this form for pre-printed outbound Material Handling documents and outbound address labels.
- In order to provide this service, please submit this form by March 25, 2020.
- Want an easier way? Submit your information online: <https://e.ges.com/071601197/prePrint/esm>

Step 1. Tell us the location of materials for pickup (show site address).

Company/Consignee	Carrier	Attention		
400 West Wisconsin Avenue	Milwaukee	WI	53203-2104	USA
Street Address	City	State	Zip/Postal Code	Country
Phone	Fax	Booth Number		

Step 2. Tell us the location where freight should be sent.

Shipping Destination 1:

Number of Labels Needed:

Company/Consignee	Attention			
Street Address	City	State	Zip/Postal Code	Country
Phone	Fax	Booth Number		

Shipping Destination 2:

Number of Labels Needed:

Company/Consignee	Attention			
Street Address	City	State	Zip/Postal Code	Country
Phone	Fax	Booth Number		

Show site Instructions: Once your shipment is packed and ready to be picked up, please return the outbound material handling release form to the GES Servicenter®. Verify the piece count, weight, and that the signature is on the outbound material handling release form prior to shipping out. Shipments without paperwork turned in will be returned to GES Warehouse or forced onto another carrier at Exhibitor's expense.

GES does not accept responsibility for any exhibitor property left on the show floor unattended at any time for any reason.

Measure of Damage: If found liable for any loss, GES' sole and exclusive maximum liability for loss or damage to Customer's Goods is limited to \$.50 (USD) per pound with a maximum liability of \$100.00 (USD) per container, or \$1,500.00 (USD) per shipment, whichever is less.

Chat with us <http://www.ges.com/chat>



Freight Service Questionnaire

All orders are governed by the GES Payment Policy and GES Terms & Conditions of Contract as specified in this Exhibitor Services Manual.

CheeseExpo
Wisconsin Center
April 15 - 16, 2020

Form Deadline Date:
March 25, 2020

Company Name _____ Email _____ Phone Number _____ Booth Number _____



Required Information For Exhibitors with Freight Shipments:

- This form should be returned by all exhibitors shipping freight.
- By returning this form we can better plan and prepare for incoming freight.
- Want an easier way? Fill out this information online and submit:
<http://e.ges.com/071601197/freightQuestionnaire/esm>

1. Estimate total number of pieces being shipped:

_____ Crated
_____ Uncrated
_____ Machinery
_____ Total

2. Indicate total number of trucks in each category that you will use:

_____ Van Line
_____ Common Carrier
_____ Flatbed
_____ Co. Truck
_____ Overseas Container

3. List carrier name(s):

4. If using a Customs Broker, please print name:

Phone Number:

5. Print the name of person in charge of your move-in:

Phone Number:

6. What is the minimum number of days to set your display?

7. What is the weight of the single heaviest piece that must be lifted?

_____ lbs.

8. What is the total weight of your exhibit or equipment being shipped?

_____ lbs.

9. Is there any special handling equipment required to unload your exhibit materials, i.e. extended forklift blades, special slings, lifting bars, etc.?

It is the responsibility of the exhibitor to provide proper special handling instructions, and to ensure goods are packaged appropriately for shipment and movement by heavy equipment. Failure to provide special handling instructions will result in the elimination of any liability for loss or damage by GES.

Direct Shipments Only

1. What date and time are you scheduling your shipment(s) to arrive on-site?

022520 071601197

R-7 011819

Chat with us <http://www.ges.com/chat>

Marshaling Yard and Direct Deliveries Information

All orders are governed by the GES Payment Policy and GES Terms & Conditions of Contract as specified in this Exhibitor Services Manual.

CheeseExpo
Wisconsin Center
April 15 - 16, 2020

Tips For New Exhibitors



What is a marshaling yard? The marshaling yard is an offsite location where trucks are checked in and held until dock space for unloading becomes available onsite.

Why is a marshaling yard used? Large shows use a marshaling yard to ease vehicle congestion and to ensure the unloading process runs smoothly.

Savings



- There is no charge for this Marshaling Yard service.
- Avoid late charges by checking the Show Schedule for arrival dates and times.

Marshaling Yard Site Address:

640 S. 84th St. (North lot 2)
West Allis, WI. 53214
USA

Marshaling Yard Process

It is important that you advise your carrier of this marshaling yard information to better facilitate your direct shipment to showsite.

- All delivering carriers and privately owned vehicles must check in at the marshaling yard prior to show site deliveries. All inbound shipments will be weighed at the Marshaling Yard to obtain the gross or heavy weight.
- All inbound shipments must be accompanied by a certified weight certificate and Bill of Lading.
- At the marshaling yard, drivers will be assigned a number and will be dispatched to the appropriate dock at Wisconsin Center as space is available. Waiting time at the marshaling yard should be anticipated by your carrier. Every effort is made to keep this waiting time at a minimum. However, the waiting time depends on many factors, including the number of vehicles arriving to unload/load, the type of loads being unloaded at the Wisconsin Center, the number of booths on a truck, etc.
- After unloading, all vehicles must return to the marshaling yard with a completed copy of the GES Receiving Report to be weighed to obtain the light weight. This determines the total weight of your shipment. Drivers who fail to return to weigh-out may face having their shipment billed at the heavy weight.
- All drivers are expected to adhere to GES' policies and procedures with respect to the loading and unloading of trailers.

Contact us for Assistance with your Inbound Freight Arrangements



- Chat with us <http://www.ges.com/chat>
- Contact us online: <https://e.ges.com/071601197/contactus/esm>

071601197
022520

R-9 011819

Chat with us <http://www.ges.com/chat>

Direct Machinery Rate Schedule Order Form

All orders are governed by the GES Payment Policy and GES Terms & Conditions of Contract as specified in this Exhibitor Services Manual.

CheeseExpo
Wisconsin Center
April 15 - 16, 2020

Discount Deadline Date:
March 25, 2020

Company Name Email Phone Number Booth Number



Easy Ordering Tips:

- This form is for freight shipments of Crated, Skidded Machinery only.
- Machinery should only be shipped direct to the show site address. Do not send to the Advanced Shipment Warehouse.
- Rates are based on per 100 lbs (CWT) per truckload.
- Machinery must be clearly identified on the Bill of Lading (BOL) to qualify for these rates.
- Straight Time: Monday through Friday 8:00 AM to 4:30 PM Trucks signing in after 2:00 PM may be charged at the overtime rate.
- Overtime: All other times, Saturdays, Sundays, Holidays.

Machinery Rates

	Straight Time IN & Overtime OUT	Special Handling Rate	Overtime IN & Overtime OUT	Special Handling Rate
500 - 2,500 lbs	\$ 48.50 CWT	\$ 65.47 CWT	\$ 48.50 CWT	\$ 65.47 CWT
2,501 - 5,000 lbs	\$ 44.00 CWT	\$ 59.40 CWT	\$ 44.00 CWT	\$ 59.40 CWT
5,001 - 15,000 lbs	\$ 34.00 CWT	\$ 45.90 CWT	\$ 34.00 CWT	\$ 45.90 CWT
15,001 - 25,500 lbs	\$ 27.00 CWT	\$ 36.45 CWT	\$ 27.00 CWT	\$ 36.45 CWT
25,501 - 40,000 lbs	\$ 22.00 CWT	\$ 29.70 CWT	\$ 22.00 CWT	\$ 29.70 CWT
40,001 - 999,900 lbs	\$ 17.50 CWT	\$ 23.63 CWT	\$ 17.50 CWT	\$ 23.63 CWT

Important Notes

- **Special Handling Surcharge:** 35% additional each way.
Crated shipments requiring special handling include shipments that are loaded and/or packed in such a manner as to require additional handling (such as ground unloading, side door unloading, constricted space unloading, designated piece unloading, or stacked shipments). Also included are shipments mixed on the truck, multiple shipments/delivery areas, and shipments without delivery receipts, such as UPS & FedEx.
- **Measure of Damage:** If found liable for any loss, GES' sole and exclusive maximum liability for loss or damage to Customer's Goods is limited to \$.50 (USD) per pound with a maximum liability of \$100 (USD) per container, or \$1,500.00 (USD) per shipment, whichever is less.
- We understand that your calculation is only an estimate. Invoicing will be done from the actual weight. Adjustments will be made accordingly.

Step 1. Calculate Machinery Rates

Piece #	Length	Width	Height	Weight	Mounted on Skids?	Requires Assembly?	Arrival Date at Exhibit Site	Approximate Arrival Time	Total Price
									\$
									\$
									\$
									\$

Special Instructions:

Total and Sign:

Please Sign

X

Authorized Signature

Authorized Name - Please Print

Date

I agree in placing this order that I have accepted GES Payment Policy and GES Terms & Conditions of Contract, including authorization for GES to retain personal information to better serve my need for GES services at future events.

Total Payment Enclosed

\$



Use these shipping labels as they will expedite handling. Copies of these labels are acceptable if additional labels are needed.



FROM:

DIRECT SHIPMENT

TO:

Full Exhibiting Company Name at Show

CheeseExpo

Name of Exhibition

0710601197

BOOTH NUMBER

C/O GES
Wisconsin Center
400 West Wisconsin Avenue
Milwaukee, WI 53203-2104 USA

Shipment Should Arrive on or Between:

Monday, April 13, 2020 after 9:00 AM - Wednesday, April 15, 2020 by 11:00 AM

Certified Weight Tickets are Required for all shipments. Drivers must check in by 2:00 PM to be guaranteed same day unloading.

Carrier _____
Number _____ of _____ pieces



FROM:

DIRECT SHIPMENT

TO:

Full Exhibiting Company Name at Show

CheeseExpo

Name of Exhibition

0710601197

BOOTH NUMBER

C/O GES
Wisconsin Center
400 West Wisconsin Avenue
Milwaukee, WI 53203-2104 USA

Shipment Should Arrive on or Between:

Monday, April 13, 2020 after 9:00 AM - Wednesday, April 15, 2020 by 11:00 AM

Certified Weight Tickets are Required for all shipments. Drivers must check in by 2:00 PM to be guaranteed same day unloading.

Carrier _____
Number _____ of _____ pieces



Please print this label on a color printer if possible

Please print this label on a color printer if possible

Exhibitor Freight / Labor Package Order Form

All orders are governed by the GES Payment Policy and GES Terms & Conditions of Contract as specified in this Exhibitor Services Manual.

CheeseExpo
Wisconsin Center
April 15 - 16, 2020

Form Deadline Date:
March 25, 2020

Company Name _____ Email _____ Phone Number _____ Booth Number _____

Place your order below

Item Code	Description	Rate (\$)	Sq. Ft.	Tax %	Total
401162	Drayage, Rigging, And Carpenter Labor Package	18.20		5.6	\$
	<p>↳ Included:</p> <p>Material handling charges for a maximum of 40 lbs. per sq. ft. of exhibit space (includes all equipment and labor for these services)</p> <p>Rigging and Millwright/Carpenter labor: Five straight time equivalent man-hours per 100 sq. ft. of exhibit space. Rigging labor used on package includes use of forklift as required (up to 30,000 lb. fork)</p> <p>Removal, storage and return of empties</p> <p>Reloading of material on outbound vehicles</p> <p>Overtime move-in and move-out</p> <p>All material handling surcharges</p> <p>Weight over the above limitations will be charged at a rate of \$ 17.50 per CWT (item code 200550).</p>				
401163	Material Handling Package	9.00		N/A	\$
	<p>↳ Included:</p> <p>Material handling charges for a maximum of 35 lbs. per sq. ft. of exhibit space</p> <p>All equipment and labor for these services</p> <p>Removal, storage and return of empties</p> <p>Reloading of material on outbound vehicles</p> <p>Overtime move-in and move-out</p> <p>All material handling surcharges (except for off targeted shipments)</p> <p>Weight over the above limitations will be charged at a rate of \$ 17.50 per CWT (item code 200550).</p>				
401161	Privately Owned Vehicle Package (200 sq. ft. maximum size booth)	4.00		5.6	\$
	<p>↳ Included:</p> <p>Unloading of show site crated display material up to 8 lbs. per sq. ft.</p> <p>Removal, storage and return of empties</p> <p>Reloading of material on outbound vehicles</p> <p>Overtime move-in and move-out</p> <p>All material handling surcharges</p> <p>Weight over the above limitations will be charged at a rate of \$ 55.00 per CWT (item code 200550).</p>				

Total and Sign:

Please
Sign

X

Authorized Signature

Authorized Name - Please Print

Date

I agree in placing this order that I have accepted GES Payment Policy and GES Terms & Conditions of Contract, including authorization for GES to retain personal information to better serve my need for GES services at future events.

Total Payment
Enclosed

\$

Display Vehicle Placement Order Form

Page 1 of 2

All orders are governed by the GES Payment Policy and GES Terms & Conditions of Contract as specified in this Exhibitor Services Manual.

CheeseExpo
Wisconsin Center
April 15 - 16, 2020

Form Deadline Date:
March 25, 2020

Company Name

Email

Phone Number

Booth Number



Tips

Easy Ordering Tips:

- Displaying a vehicle at the show? Please be as detailed as possible with the information you provide.
- GES charges a round-trip fee, per vehicle, to place a vehicle on the trade show floor. GES will receive equipment at show site and deliver to the Exhibitor booth. We will also handle the outbound as an inclusive service
- For dual axle vehicles measure the distance from the front wheel to between the back wheels.

Vehicles that apply to this fee:

- Cars, Motorcycles, Pickup trucks, trailers. We require a photo and description of the mobile unit/vehicle and what will be inside or on it and will bill appropriately.
- If you are displaying mobile machinery, please specify in detail what it is along with a photo so we can bill you appropriately. This show may have a separate mobile machinery rate, please look for one in the kit or contact us and we will advise.

Please note the following:

- Any product, display, structure components that are in/on the vehicle, trailer or otherwise will be billed separately at the material handling rate.
- If this form is not completed prior to your move-in and the required documentation is not attached, you will be billed according to the assessment of the operations manager on site, no exceptions or disputes.
- We require a photo of the vehicle for billing purposes. Any photo that is not the complete rendering of the display will need to have an attached full description of what will be on/in the vehicle/trailer.



Safety

Important Rules and Regulations

- The City Fire Marshal requires that battery cables must be disconnected, place a protective covering under the vehicle, gas tank must either be taped shut or have a lockable gas cap and may contain no more than a quarter (1/4) tank of fuel. Exhibitor is responsible for checking local Fire Marshal rules and regulations for additional requirements.
- Your presence is required! Vehicle Placement must be Exhibitor supervised. GES assumes no liability for loss, damage or bodily injury arising out of the placement of Exhibitor's vehicle. Exhibitor assumes the responsibility and any liability arising therefrom, for the work performed by union labor under Exhibitor's supervision.
- Watch your toes! Exhibitor(s) must stay clear during movement of vehicle.
- **This is for Display Vehicles ONLY and does not apply to any contents contained within the vehicle.**
- GES will determine whether a vehicle meets the qualifications as a Display Vehicle, as intended on this form. If criteria is not met, standard material handling rates apply.

R-15 100819 022520 071601197

R-15 100819

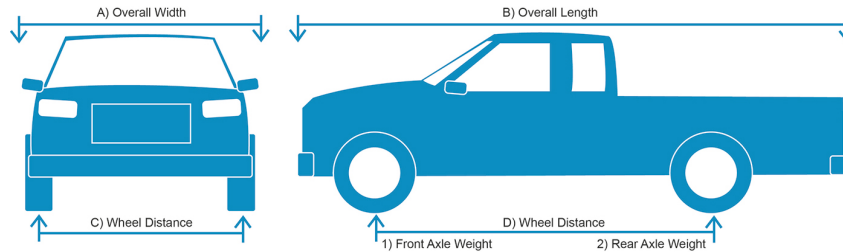
Form Continues on Next Page

Display Vehicle Placement Order Form

All orders are governed by the GES Payment Policy and GES Terms & Conditions of Contract as specified in this Exhibitor Services Manual.

Company Name _____ Email _____ Phone Number _____ Booth Number _____

Step 1. Provide Vehicle Information



Vehicle Description*	A) Overall Width	B) Overall Length	Total Sq. Ft.	C) Wheel Distance	D) Wheel Distance	1) Front Axle Weight	2) Rear Axle Weight	Total Weight
1.								
2.								
3.								

Exhibitor will be at show site on _____, 20_____, between _____ and _____ AM/PM to assist in the movement of the vehicle.

* Please attach separate sheet for more than 3 vehicles.

Step 2. Vehicle Placement Services (Round Trip)

Item Code	Description	Rate (\$)	# of vehicles	Total
200507	Vehicle Placement Spotting, per vehicle	402.00		\$

Total and Sign:

Please
Sign

X

Authorized Signature

Authorized Name - Please Print

Date

I agree in placing this order that I have accepted GES Payment Policy and GES Terms & Conditions of Contract, including authorization for GES to retain personal information to better serve my need for GES services at future events.

Total Payment
Enclosed

\$

Installation and Dismantling Order Form

All orders are governed by the GES Payment Policy and GES Terms & Conditions of Contract as specified in this Exhibitor Services Manual.

CheeseExpo
Wisconsin Center
April 15 - 16, 2020

Discount Deadline Date:
March 25, 2020

Company Name	Email	Phone Number	Booth Number
Show Site Contact	Show Site Email	Show Site Phone Number	



Easy Ordering Tips:

- Please complete this form for all display labor needed. To determine if you need display labor, please read the show site work rules carefully.
- Exhibitor may set up exhibit display if one person can accomplish the task in less than one-half (1/2) hour without the use of tools.
- Exhibitors may choose to install and dismantle their own company displays.
- Exhibitor may unpack and place merchandise.
- Don't forget to order labor for Move In and Move Out.
- Straight Time (ST): Monday through Friday from 8:00 AM to 4:30 PM.
- Overtime (OT): All other times Monday through Friday, all day Saturday.
- Double Time (DT): All day Sunday and holidays.

Step 1. Order Labor

Item Code	Description	Discount (\$)	Regular (\$)	Show Site (\$)	# Workers	X # Hours	Tax %	= Total
705000	Install & Dismantle, ST Move In	104.72	130.90	157.00			5.6	\$
705000	Install & Dismantle, ST Move Out	104.72	130.90	157.00			5.6	\$
705000	Install & Dismantle, OT Move In	130.98	163.73	196.50			5.6	\$
705000	Install & Dismantle, OT Move Out	130.98	163.73	196.50			5.6	\$
705000	Install & Dismantle, DT Move In	157.00	196.25	235.50			5.6	\$
705000	Install & Dismantle, DT Move Out	157.00	196.25	235.50			5.6	\$

Hate math? Let Espresso calculate your rates: <https://e.ges.com/071601197/labor/esm>

Step 2. Please Indicate Service



What is GES Supervision? An exhibitor chooses GES Supervised when they do not want to be present when the work is completed. On most shows and services, there is a minimum surcharge for the professional supervision. Remember, when an exhibitor chooses this option, they do not need to schedule a date and time for services to be completed.

Option 1 (A 30% (\$ 50.00 minimum) surcharge will be added)

- ☐ GES Supervised (OK to proceed without exhibitor.)

Please complete Key Information form:

<https://e.ges.com/071601197/laborchecklist/esm>

GES will supervise labor to:

- Unpack and install display before Exhibitor arrival at show site.
- Dismantle and pack the display after show closing.

- Subject to terms and conditions of all GES policies, including terms and conditions of contract, including but not limited to sub-paragraph VII, b., Labor.
- A 30% (\$ 50.00 minimum) surcharge will be added to the labor rates above for this professional supervision.

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Form Continues on Next Page



Installation and Dismantling Order Form

All orders are governed by the GES Payment Policy and GES Terms & Conditions of Contract as specified in this Exhibitor Services Manual.

Company Name

Email

Phone Number

Booth Number



What is Exhibitor Supervision? An exhibitor chooses Exhibitor Supervised so they are able to instruct the laborer. The exhibitor is required to be in the booth and there are no supervision fees. Scheduling a date and time is necessary for this choice.

Option 2

- ☐ Exhibitor Supervised
- Indicate workers needed for installation and dismantling.
 - GES assumes no liability for loss, damage or bodily injury arising out of the installation and/or dismantling of Exhibitor's property by GES provided union labor. Exhibitor assumes the responsibility and any liability arising therefrom, for the work performed by union labor under Exhibitor's supervision. Exhibitors must stay clear during movement of freight.

GES is responsible for the following type of booth:

- ☐ Pop-Up ☐ Two Story ☐ Custom
☐ Other: _____

Please estimate the number of workers and hours per worker needed for installation. Invoice will be calculated according to actual hours worked, relative to the original estimate and based upon the date received. Additional labor required will be calculated and invoiced at the show site rate.

Move In

Schedule Dates	Schedule Start Time	Schedule End Time	Number of Workers
MM/DD/YR	AM PM	AM PM	
MM/DD/YR	AM PM	AM PM	
MM/DD/YR	AM PM	AM PM	

Move Out

Schedule Dates	Schedule Start Time	Schedule End Time	Number of Workers
MM/DD/YR	AM PM	AM PM	
MM/DD/YR	AM PM	AM PM	
MM/DD/YR	AM PM	AM PM	

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 starting times 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 hour 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 "No-Show" 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, including cash, gifts, or labor hours for work not actually performed are prohibited by GES. GES requires the highest standards of integrity from all employees. All rates are subject to change if necessitated by increased labor and material costs.

Total and Sign:

Please
Sign

X

Authorized Signature

Authorized Name - Please Print

Date

I agree in placing this order that I have accepted GES Payment Policy and GES Terms & Conditions of Contract, including authorization for GES to retain personal information to better serve my need for GES services at future events.

Total Payment
Enclosed

\$

022520 071601197

L-1 021920

Forklift Order Form

All orders are governed by the GES Payment Policy and GES Terms & Conditions of Contract as specified in this Exhibitor Services Manual.

CheeseExpo
Wisconsin Center
April 15 - 16, 2020

Discount Deadline Date:
March 25, 2020

Company Name Email Phone Number Booth Number

Show Site Contact Show Site Email Show Site Phone Number



Easy Ordering Tips:

- In-booth forklift and labor may be required to assemble displays or when uncrating, positioning, and reskidding equipment and machinery.
- A forklift is required for moving equipment and materials weighing 200 pounds or more.
- If you require a forklift, a crew will be assigned consisting of a forklift w/ operator.
- Don't forget to order labor for Move In and Move Out.
- Straight Time (ST): Monday through Friday from 8:00 AM to 4:30 PM.
- Overtime (OT): All other times Monday through Friday, all day Saturday.
- Double Time (DT): All day Sunday and Holidays.

Step 1. Order Labor

Forklift with Operator, Per Hour

Item Code	Description	Discount (\$)	Regular (\$)	Show Site (\$)	# Crews	X # Hours	Tax %	= Total
705200	5,000#, ST Move In	304.50	381.00	457.00			5.6	\$
705200	5,000#, ST Move Out	304.50	381.00	457.00			5.6	\$
705200	5,000#, OT Move In	426.50	533.00	640.00			5.6	\$
705200	5,000#, OT Move Out	426.50	533.00	640.00			5.6	\$
705200	5,000#, DT Move In	548.00	685.00	822.00			5.6	\$
705200	5,000#, DT Move Out	548.00	685.00	822.00			5.6	\$

Additional Worker, Freight, Per Hour

Item Code	Description	Discount (\$)	Regular (\$)	Show Site (\$)	# Crews	X # Hours	Tax %	= Total
705030	Freight, ST Move In	145.00	181.00	217.00			5.6	\$
705030	Freight, ST Move Out	145.00	181.00	217.00			5.6	\$
705030	Freight, OT Move In	217.50	272.00	326.00			5.6	\$
705030	Freight, OT Move Out	217.50	272.00	326.00			5.6	\$
705030	Freight, DT Move In	290.00	363.00	436.00			5.6	\$
705030	Freight, DT Move Out	290.00	363.00	436.00			5.6	\$

Hate math? Let Espresso calculate your rates: <https://e.ges.com/071601197/labor/esm>

Step 2. Labor Information



What is Exhibitor Supervision? An exhibitor chooses Exhibitor Supervised so they are able to instruct the laborer. The exhibitor is required to be in the booth and there are no supervision fees. Scheduling a date and time is necessary for this choice.

☐ Exhibitor Supervised (Do Not Proceed)

Exhibitor will supervise.

- Indicate workers needed for installation and dismantling.
- GES assumes no liability for loss, damage or bodily injury arising out of the installation and/or dismantling of Exhibitor's property by GES provided union labor. Exhibitor assumes the responsibility and any liability arising therefrom, for the work performed by union labor under Exhibitor's supervision. Exhibitors must stay clear during movement of freight.

GES is responsible for the following type(s) of work:

- ☐ Uncrating
- ☐ Unskidding
- ☐ Positioning
- ☐ Leveling
- ☐ Dismantling
- ☐ Recrating
- ☐ Reskidding

Additional labor will be assigned if necessary.



Forklift Order Form

All orders are governed by the GES Payment Policy and GES Terms & Conditions of Contract as specified in this Exhibitor Services Manual.

Company Name _____ Email _____ Phone Number _____ Booth Number _____

Step 3. Schedule In Booth Forklift Labor

Starting time can be guaranteed only when labor is requested for the start of the working day. All exhibit labor scheduled at the start of the working day will be dispatched to booth space. Confirm labor and forklifts by 2:30 PM the day before date requested. Please have a representative pick up the crew at the labor desk and supervise the work to be done. Upon completion, the Exhibitor's representative will return the crew to the labor desk and approve the work order. Equipment and labor cancelled without a 24 hour notice shall be charged a one (1) hour cancellation fee per worker and forklift. If Exhibitor fails to use the workers and equipment at the time confirmed, a one (1) hour cancellation fee per worker and forklift will apply.

The minimum charge for labor is one (1) hour per worker and equipment. Labor thereafter is charged in half (½) hour increments per worker and equipment. Gratuities in any form, including cash, gifts, or labor hours for work not actually performed are prohibited by GES. GES requires the highest standards of integrity from all employees. All rates are subject to change if necessitated by increased labor and material costs.

Please estimate the number of workers and hours per worker needed for installation. Invoice will be calculated according to actual hours worked, relative to the original estimate and based upon the date received. Additional labor required will be calculated and invoiced at the show site rate.

Move In

Schedule Dates	Schedule Start Time	Schedule End Time	Number of Lifts/Workers
MM/DD/YR	AM PM	AM PM	
MM/DD/YR	AM PM	AM PM	

Schedule Dates	Schedule Start Time	Schedule End Time	Number of Lifts/Workers
MM/DD/YR	AM PM	AM PM	
MM/DD/YR	AM PM	AM PM	

Move Out

Schedule Dates	Schedule Start Time	Schedule End Time	Number of Lifts/Workers
MM/DD/YR	AM PM	AM PM	
MM/DD/YR	AM PM	AM PM	

Schedule Dates	Schedule Start Time	Schedule End Time	Number of Lifts/Workers
MM/DD/YR	AM PM	AM PM	
MM/DD/YR	AM PM	AM PM	

Total and Sign:

Please Sign

X

Authorized Signature

Authorized Name - Please Print

Date

I agree in placing this order that I have accepted GES Payment Policy and GES Terms & Conditions of Contract, including authorization for GES to retain personal information to better serve my need for GES services at future events.

Total Payment Enclosed

\$

Cleaning and Porter Service Order Form

All orders are governed by the GES Payment Policy and GES Terms & Conditions of Contract as specified in this Exhibitor Services Manual.

CheeseExpo
Wisconsin Center
April 15 - 16, 2020

Discount Deadline Date:
March 25, 2020

Company Name _____ Email _____ Phone Number _____ Booth Number _____



Easy Ordering Tips:

- Vacuuming includes emptying your wastebasket nightly.
- If ordering Porter Service, GES will empty wastebaskets and wipe down counters at two hour intervals during show hours only. (Vacuuming is not included. Calculate by your booth size.)
- Cost of services will be invoiced based on the total area of your booth.

Step 1. Calculate Booth Square Footage

Width 10 X Length 10 = 100 Total Sq. Ft.

Step 2. Order Cleaning Services

Vacuuming

Item Code	Description	Discount (\$)	Regular (\$)	Sq. Ft.	# of Days / Qty	Tax %	Total
500601	Before Show Open Only (per sq. ft.)	0.45	0.63		1	5.6	\$
500600	Duration of Show (per sq. ft. per day)	0.54	0.74		2	5.6	\$
500602	Per Day (per sq. ft. per day)	0.75	1.05			5.6	\$

Shampooing

Item Code	Description	Discount (\$)	Regular (\$)	Sq. Ft.	Tax %	Total
501004	Cleaning, Carpet Shampoo Before Show Open	0.82	1.15		5.6	\$

Mopping and Waxing

Item Code	Description	Discount (\$)	Regular (\$)	Sq. Ft.	# of Days / Qty	Tax %	Total
501002	Cleaning, Damp Mop & Wax	0.43	0.61			5.6	\$

Porter Service - Emptying Wastebaskets

Item Code	Description	Discount (\$)	Regular (\$)	Sq. Ft.	# of Days / Qty	Tax %	Total
501010	Porter Service, 0-500 sq.ft., Per Day	134.00	187.00			5.6	\$
501010	Porter Service, 501-1500 sq.ft., Per Day	407.00	566.00			5.6	\$
501010	Porter Service, 1501-3000 sq.ft., Per Day	492.00	684.00			5.6	\$
501010	Porter Service, 3001 sq.ft. & Up, Per Day	575.00	800.00			5.6	\$

Step 3. List dates and times Vacuuming Per Day/Periodic Porter service is needed:

Schedule Dates	Schedule Start Time	Schedule End Time	Schedule Dates	Schedule Start Time	Schedule End Time	Schedule Dates	Schedule Start Time	Schedule End Time
MM/DD/YR	AM PM	AM PM	MM/DD/YR	AM PM	AM PM	MM/DD/YR	AM PM	AM PM
MM/DD/YR	AM PM	AM PM	MM/DD/YR	AM PM	AM PM	MM/DD/YR	AM PM	AM PM

For services such as electrical, plumbing, telephone, cleaning and drayage, no service provider other than the Official Service Contractor will be approved. This regulation is necessary due to licensing, insurance and work done on equipment and facilities owned by parties other than the exhibitor. Exhibitors shall provide only the material and equipment they own and those materials are to be used only in their exhibit space.

Total and Sign:

Please
Sign

X

Authorized Signature

Authorized Name - Please Print

Date

I agree in placing this order that I have accepted GES Payment Policy and GES Terms & Conditions of Contract, including authorization for GES to retain personal information to better serve my need for GES services at future events.

Total Payment
Enclosed

\$

Cancellation Policy: Due to material and labor costs, orders cancelled before move-in begins will be charged 50% of original price. Similarly, orders cancelled after move-in will be charged 100%.



Notice of Intent to Use EAC and Policies and Procedures

All orders are governed by the GES Payment Policy and GES Terms & Conditions of Contract as specified in this Exhibitor Services Manual.

CheeseExpo
Wisconsin Center
April 15 - 16, 2020

Form Deadline Date:
March 14, 2020

Company Name _____ Email _____ Phone Number _____ Booth Number _____



Attention:

- **This form must be completed by the Exhibitor only. An EAC cannot complete this form on behalf of the exhibitor.**

An Exhibitor Appointed Contractor (EAC) is a company other than the "general or official" service provider on the show that requires access to your booth during installation and dismantling. The EAC may only provide services in the facility that are not designated by the facility as "exclusive" to a designated provider, or by the show organizer in a contract as an exclusive service for the "general or official" service provider or other third party.

No EAC will be allowed to work in an exhibitor's booth if this Notice of Intent to Use EAC and Policies and Procedures form, a valid Certificate of Insurance and the Agreement, and Rules and Regulations between GES and the EAC form is not completed by an authorized representative and received by GES by the deadline indicated above. This Notice of Intent to Use EAC and Policies and Procedures form must be completed for every third party (as well as any other third party ordering or requesting services from GES on behalf of exhibitor) at the above show. Multiple booths are not to be listed on one form.

Exhibitor Appointed Contractor: _____

Contact Name: _____ Cell Phone: _____

Street Address: _____ Email: _____

City: _____ State: _____ Zip/Postal Code: _____

Office Phone: (area code) _____ Fax: (area code) _____

Description of proposed service for Exhibitor: _____

Submit NOI - Exhibitor

Exhibitor must complete the Notice of Intent ("NOI") to Use EAC form and return sixty (60) days prior to move-in to allow EACs time to submit the relevant documentation. The EAC cannot sign the NOI on your behalf, this must be signed by the Exhibitor leasing the exhibit booth space. Once your NOI is submitted, please inform your EAC to access the EAC Agreement and Rules and Regulations form on Expresso: <http://e.ges.com/071601197/agreementgeseac/esm>

Submit Agreement and Rules and Regulations - EAC

EAC completes the Agreement and Rules and Regulations between GES and EAC. The document has a link at the bottom which allow the EAC to follow to access GES' vendor, CERTFOCUS' website to register, pay a \$21 fee and upload a valid COI.

Submit COI - EAC

EAC will register, pay the \$21 fee and upload a valid, compliant COI. Certfocus will review the COI for all levels of compliance and will communicate directly with EAC regarding acceptance status.

EACs with multiple booths on shows: If EAC is working multiple booths at a show, please complete ONE Agreement and Rules and Regulations between GES and EAC and list all booth names and numbers on the one agreement. By doing this you will only be required to submit one (1) COI for all booths and one (1) Agreement for all booths contracted to your company for that show.

Master National Agreement: Please note that GES has a program for EACs to negotiate a Master National Agreement where per contract, only one COI will be required annually for all booths and all shows where GES is responsible for collecting COIs. Additionally, individual show Agreements and Rules and Regulations between GES and EAC will not be required. Please email EACCertificateprogram@ges.com for more information.

******Please note that a COI must be submitted to Certfocus no later than fourteen (14) days prior to move-in. If this deadline is missed, EACs will be required to submit late COIs directly to GES and will be assessed a \$100 administrative Fee. All Certificates of Insurance must be uploaded through CertFocus here: <https://www.certfocus.com/expresso/>. *There is a \$21.00 service fee per upload, this fee also applies if the certificate is mailed to GES.**

Please
Sign

X

Authorized Exhibitor Signature

Authorized Exhibitor Name - Please Print

Date

Global Experience Specialists, Inc. (GES) shall have no liability to any party for damage or injuries caused by exhibitor or its third party agents. It is the Exhibitor's responsibility to provide its EACs with all show rules and regulations as set forth in the exhibitor space lease and the Exhibitor Services Manual. Exhibitor agrees to indemnify and defend GES for the actions of its agents and exhibitor appointed contractors. The Exhibitor agrees that it is ultimately responsible for all services in connection with the exhibit, including freight, rentals and labor. Exhibitor agrees to be responsible for any losses, damages or injuries that are caused by or attributed to EACs that are not covered or provided by EAC's insurance.



Agreement and Rules and Regulations between GES and EAC

All orders are governed by the GES Payment Policy and GES Terms & Conditions of Contract as specified in this Exhibitor Services Manual.

CheeseExpo
Wisconsin Center
April 15 - 16, 2020

Form Deadline Date:
March 14, 2020

Company Name	Email	Phone Number	Booth Number
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Attention:

- **This form must be completed by the EAC.**

The undersigned Exhibitor Appointed Contractor (EAC) has been designated by an exhibitor to perform certain services for the exhibitor at the above referenced show. In consideration of the show organizer and GES permitting the EAC to perform such services at the show, the EAC and GES hereby agree as follows:

Rules and Regulations

1. EAC agrees to comply with all rules and regulations of the show as outlined in this agreement, the Exhibitor Services Manual, including all union rules and regulations, and accept liability for any negligent actions.
2. EAC agrees that it must ascertain and comply with all rules and regulations of the venue, Show Management, and/or the Official Service Provider in order to create a safe work environment. A failure to do so can result in a delay or termination of your right to continue work if the condition cannot be corrected.
3. EAC agrees that the show site, dock and surrounding areas are active work zones and the EAC, its agents, employees and representatives are present at their own risk. Entry into the dock area is prohibited.
4. EAC must have all business licenses and permits required by the State and City governments and the convention facility management prior to commencing work. A certificate of insurance naming GES as an additional insured with appropriate insurance limits prepared by the EAC's insurance agent must be submitted to GES at least 30 days prior to the first date of move-in.
5. This Agreement and Rules and Regulations between GES and EAC must be completed by an authorized representative of EAC and returned to GES before the deadline noted above.
6. If the EAC fails to provide the documentation required in paragraphs 4 and 5 above, the exhibitor will be required to use GES for such services at the prevailing rates set forth in the Exhibitor Services Manual.
7. EAC shall provide, if requested, evidence to Global Experience Specialists, Inc. (GES) that it possesses applicable and current labor contracts and must comply with all labor agreements and practices. The EAC must not commit or allow to be committed by persons in its employment any acts that could lead to work stoppages, strikes or labor problems.
8. EAC will be responsible for all reasonable costs related to its operation, including overtime pay for stewards, restoration of exhibit space to its initial condition, etc. Where applicable a one hour minimum labor charge will be charged at the appropriate steward rate of pay per day/per union to either the EAC/exhibitor depending upon the billing arrangement set up with GES (based upon EAC not number of booths).
9. The show aisles and public spaces are not part of the exhibitor's booth. Therefore, EAC is required to confine all activities to the exhibit space of the exhibitor who has given a valid order for services. Exhibitors may be charged for costs related to movement of its property if the EAC does not contain its operations within the confines of the booth. No service desks, storage areas or other work facilities will be located anywhere in the building. The show aisles and public space are not a part of the exhibitor's booth space and must be kept clear at all times.
10. During show hours, only EACs with exhibit badges will be permitted on the exhibit floor. No EAC will be permitted on the exhibit floor during show hours without the proper Convention name badge supplied by the exhibiting company. EAC must furnish Show Management and GES with the names of all on-site employees who will be working on the show floor and ensure that they have and wear identification badges at all times necessary as determined by Show Management.
11. EAC has uploaded certificates of insurance through CertFocus, confirming the following required insurance:
 - Commercial General Liability, including contractual liability, with limits of not less than \$1,000,000 each occurrence, \$2,000,000 general aggregate and \$2,000,000 products & completed operations aggregate.
 - Automobile Liability with a limit of not less than \$1,000,000 combined single limit - each accident. All owned, hired and non-owned boxes marked.
 - Workers Compensation, as required by law, with Employers Liability Limits of not less than \$1,000,000 each accident, \$1,000,000 disease - each employee and \$1,000,000 disease - policy limit.
 - Umbrella/Excess Liability with a limit of not less than \$1,000,000 each occurrence/aggregate.
 - All Policies (except Worker's Compensation) shall name Global Experience Specialists, Inc. (GES) (Official Service Provider), Wisconsin Cheese Makers Association (Show Management), CheeseExpo (Show) and Wisconsin Center (Facility) as additional insureds on a primary and non-contributory basis per the attached sample certificate of insurance. Umbrella follows form.
12. EAC agrees to indemnify, defend and hold the Show Management, the Facility and Global Experience Specialists, Inc. (GES) harmless from and against any and all claims, lawsuits, demands, liability, costs and expenses, including reasonable attorney's fees and court costs, arising out of EAC's operations, including supervision of GES provided labor. EAC also agrees to reimburse GES for all attorney's fees and costs incurred in connection with any and all claims, lawsuits and counterclaims that should arise out of EAC's failure to adhere to the terms of this agreement.
13. Solicitation of business on the show floor is strictly prohibited. If EAC attempts to provide services designated to another party as "exclusive" or is discovered soliciting on the show floor including the distribution of official company literature, or otherwise does not comply with the rules, the company may be removed from the show floor, and the exhibitor will not be able to use that company for the remainder of the event.
14. EAC/ exhibitor may not move freight from one booth to another booth, or to meeting rooms. Global Experience Specialists, Inc. (GES) must provide labor.
15. EAC must coordinate all of its activities with Global Experience Specialists, Inc. (GES).
16. The exhibitor or its EAC should order services required from GES and the Exhibit Hall in advance. Ordering labor or services onsite (which contractors may not be prepared to provide immediately) may delay the set-up of your booth or force your set-up into overtime.

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Agreement and Rules and Regulations between GES and EAC

All orders are governed by the GES Payment Policy and GES Terms & Conditions of Contract as specified in this Exhibitor Services Manual.

CheeseExpo
Wisconsin Center
April 15 - 16, 2020

Form Deadline Date:
March 14, 2020

Company Name	Email	Phone Number	Booth Number
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Rules and Regulations (continued)

17. The exhibitor or its EAC should take steps to protect the exhibitor and the EAC's product in the booth by arranging for booth security and/or cages. GES is not responsible for items left unattended on the show floor.
18. EAC agrees GES is not responsible for any items stored in empty containers. Do not store empty cartons inside of empty crates. Cartons are returned from storage before crates so exhibitors may begin packing their product.
19. EAC/exhibitor agrees to keep "No Freight Aisles" clear at all times. If GES is required to rearrange any material situated in a clearly identified "No Freight Aisle," the exhibitor or the EAC depending upon the billing arrangements with GES will be charged a one hour minimum for forklift rental and labor.
20. EAC/exhibitor agrees that all outbound freight bills should be turned into the service desk on a timely basis. Holding freight bills until late in the day or turning in large amounts of freight bills to the GES Servicer at one time may delay outbound truck scheduling and subsequently force your loading out into overtime.
21. During tear down, pull all manageable structures back from aisle carpet lines. Electronics, mannequins, etc. should be placed in the center of the booth.
22. Be aware of vehicle traffic inside and outside of the facility. All attendees should be aware of their surroundings and all individuals are solely responsible for their own safety in parking lots, driveways, access roads and non-exhibit hall areas.
23. Label empty cartons and crates for storage as soon as they are ready. Holding back on "empties" only adds congestion to the aisles.
24. For services such as electrical, plumbing, telephone, cleaning and drayage, no service provider other than the Official Service Provider will be approved. This regulation is necessary due to licensing, insurance and work done on equipment and facilities owned by parties other than the exhibitor. Exhibitors shall provide only the material and equipment they own and those materials are to be used only in their exhibit space.
25. Smoking is prohibited in most facilities. Smoking shall only be allowed in designated areas.
26. This agreement is to be interpreted under the laws of the State of Nevada.
27. A faxed signature will serve as an original signature and will stand as a fully executed agreement once faxed to and received by GES.

Authorized Signature of EAC:

Please
Sign

X

Authorized EAC's Signature

Authorized EAC's Name - Please Print

Date

Review and Return Return to: Global Experience Specialists, Inc. (GES), 7000 Lindell Road, Las Vegas, NV 89118

Printed Name: _____

Title: _____

Company: _____

Address: _____ City: _____ State: _____ Zip/Postal Code: _____

Contact Name at Show Site: _____

Office Phone: _____ Cell Phone at Show Site: _____

Official Use Only

Accepted by GES Authorized Representative:

X

Authorized Signature

Authorized Name - Please Print

Date

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Show Site Work Rules

All orders are governed by the GES Payment Policy and GES Terms & Conditions of Contract as specified in this Exhibitor Services Manual.

CheeseExpo
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Union Information

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

Loading and Unloading Display Material and Equipment

GES, the Official Service Provider, has the sole responsibility to manage docks and schedule vehicles for the smooth and efficient move-in and move-out of the exposition. The unloading and delivery of all display material and equipment from the convention site docks to the exhibitors' booth and loading out from the exhibitors' booths to trucks at the docks must be performed by the Official Service Provider. This includes the storage of empty crates and cartons. GES will not be responsible for any material we do not handle.

All material handling equipment, such as forklifts, pallet jacks and other mechanized equipment are to be supplied and operated by GES.

Exhibitors may unload their own vehicles at the assigned door or ramp area.

Please do not request to borrow or rent any material handling equipment, such as dock carts, hand trucks, dollies, etc. All equipment is under the jurisdiction of the local union.

Installation and Dismantling

Exhibitors have the option of utilizing GES, the Official Service Provider, to obtain quality labor to install and dismantle their exhibit booths. Exhibitors may choose to use display houses. Any outside or additional labor required is to be performed by local union personnel under contract with GES, the Official Services Provider, or under the guidelines established by the Rules and Regulations in this Service Manual for Exhibitor Appointed Contractors. Exhibitors may choose to install and dismantle their own company displays. Company employees must be prepared to produce some type of company identification when engaged in the installation or dismantle of their company displays. It is requested that all exhibiting company employees have a photo ID displayed while on the exhibit floor.

All cleaning is the jurisdiction of the Official Service Provider. Display houses or full-time employees of the I & D companies may not clean exhibit booths.

The personnel in charge of your company exhibit should carefully inspect and sign all Work Order Forms. If there are any questions about any item on your invoice, please bring the invoice to the appropriate GES Servicenter personnel.

Gratuities

Our work rules prohibit the solicitation or 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.

Work Zone

Customer acknowledges that the show site and surrounding areas are active work zones. Customer, its agents, employees and representatives are present at their own risk.

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Stop. Think. Safety.

All orders are governed by the GES Payment Policy and GES Terms & Conditions of Contract as specified in this Exhibitor Services Manual.

CheeseExpo
Wisconsin Center
April 15 - 16, 2020



Safety is very important for everyone working in the Exhibit Hall.

GES values safety throughout our organization and demonstrates it in the work we perform. 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 are prohibited.
- This is an active work zone.
- All exhibitors and attendees enter at their own risk. Do not enter the dock/yard areas.
- Stay clear of heavy machinery.
- Never stand on furniture.
- Wear closed toe shoes.
- Clean up or report spills.
- Keep aisles free and clear of any and all debris.
- Practice good housekeeping.
- Check electrical cords for damage.
- Protect valuables at show site.
- Report any fires immediately.

If you notice anything unsafe please contact a GES employee immediately.

No individuals under the age of 18 are permitted on the show floor at any time. 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.

Fire Regulations

All orders are governed by the GES Payment Policy and GES Terms & Conditions of Contract as specified in this Exhibitor Services Manual.

CheeseExpo
Wisconsin Center
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Fire and Convention Center Rules & Regulations

AIR, WATER, GAS AND DRAIN – WCD engineers are exclusively responsible for the installation of all utility connections to exhibits, for climate control within WCD facilities, and for maintaining HVAC, plumbing and other mechanical systems.

BANNERS AND SIGNS – Free standing signs, easels, banners, decorations and similar materials may be used and should be placed so they do not cause a traffic or fire hazard; i.e., inside the confines of your booth space; but, not in the aisles of the exhibits.

Signs may not be taped, nailed, stapled, hung or affixed to any surface of the WCD facility. Adhesive labels, decals and similar promotional items may not be used or distributed in the building.

Painting is not permitted in the building or on the premises.

Helium balloons must be securely anchored to displays, must have the approval of the WCD and Show Management, and may not be sold or distributed in the buildings.

BUSINESS CENTER – Operated by United Visual on the Mezzanine level of the Wisconsin Center. It offers the technology and expertise of a professional office. Business Center services include copying, faxing and the use of PCs equipped with popular software for Internet access, word processing, presentation production and other needs. Call 414.908.6190.

ELECTRICAL SERVICES – WCD electricians are exclusively responsible for all electrical service connections and the installation and dismantling of anything that uses electricity as a power source.

No complimentary power is included with booth space rental.

All service connections and overload protection equipment must be installed and removed by the WCD's Electrical Service Department. All equipment and material furnished shall remain the property of WCD and shall be removed only by the Electrical Service department at the close of the show. Special equipment requiring company engineers or technicians for assembly, servicing, preparatory work and operation may be installed without WCD electricians with advance notice to your Event Services Manager. Exhibitors are allowed to supply their own multiple connectors, surge protectors and extension cords, provided they are grounded and meet all safety regulations. All power must be obtained from WCD.

Anything requiring 24 hour current must be ordered in advance and clearly marked on the Exhibitor Electrical Service Order Form.

Most utility services for exhibitors are located in floor boxes distributed on a 30' x 30' grid. Additional overhead electrical connections are available. Each floor box contains 120V/20 Amp outlets, 208V/60 Amp outlet, phone & data jacks, and connections for air, water and drain. Gas is located at the columns, at 90' x 90' intervals.

ELECTRICAL SAFETY – All electrical equipment must be properly tagged or marked as to the type and amount of current, voltage, phase, frequency, horsepower, etc. The use of open clip sockets, latex or lamp cord wire, unapproved duplex or triplex attachment plugs is prohibited. All 120 Volt cords must be three pronged, grounded cords. All exposed non-current-carrying metal parts of fixed equipment must be grounded.

All equipment, regardless of power source, must comply with local, state and national safety codes. WCD reserves the right to refuse any connection or equipment its electricians deem unsafe.

EMERGENCY SITUATIONS – In the event of a serious emergency (Fire, Police, Medical), call 911 to report it immediately. Then dial "0" on any house phone to notify staff. The operator answering your call will follow up with the appropriate emergency services agency. It is illegal to call 911 for non-emergency situations.

EXHIBIT HALLS –

- Ceiling height is 30' clear span
- Floor load capacity is 350 lbs./sq. ft.
- Floors are hardened concrete
- Lighting is 80 footcandles @ 3 ft.AFF
- Freight elevator capacity is 12,000 lbs.
- Freight elevator dimensions.....10'0" high x 9'8" wide x 20'8" deep

EXTERIOR DOORS – To prevent damage, exhibitors should only use entranceways designated for loading exhibit materials in and out; only hand-carried materials may be brought through regular pedestrian doors. For security reasons, exterior doors may not be propped open for any purpose.

FAX MACHINE AND COPY SERVICE – For events in the Wisconsin Center, a fax machine and copiers are available for exhibitor and show management use in the Business Center.

FIRE AND SAFETY REQUIREMENTS – All fire hose cabinets, pull stations and emergency exits (including those inside an exhibit space) must be visible and accessible at all times. All main and cross aisles, corridors, stairways and other exits must be maintained at their required width during show hours. Chairs, tables and other display equipment may not protrude into the aisles. Materials used in the construction of displays must be fire retardant or resistant and are subject to approval by the City of Milwaukee Building Inspection Department and WCD sale construction and maintenance of their displays. All empty crates and boxes must be stored in areas approved and assigned by WCD management.

FOOD AND BEVERAGE SERVICES – Levy Restaurants, WCD's exclusive food and beverage provider, can serve anything from quality concessions and backstage catering to elegant hors d'oeuvres or sumptuous full course banquets for a few dozen or as many as 10,000 people. Food and beverages may not be brought onto the premises to be sold, used or given away (samples) without Levy's written consent.

GASOLINE AND DIESEL POWERED VEHICLES AND EQUIPMENT –

These include but are not limited to automobiles, boats, recreation vehicles, lawn mowers and other power equipment. A vehicle display permit must be obtained from the City of Milwaukee Department of Neighborhood Services, 414.286.2507, 10th Floor, 841 N. Broadway, Milwaukee, WI 53202 at least two weeks before move-in.

GRATUITIES – Services provided by WCD employees will be performed in a timely and efficient manner without the need for extra incentives. WCD employees may not accept gratuities, free samples or product giveaways. Please help us avoid embarrassing moments by refraining from offering gratuities or samples to employees or management representatives.

HANGING SIGNS – WCD is responsible for all banners and signs which are suspended from the exhibit hall ceiling. For information on hanging signs, see Sign & Banner Hanging Order form in this service kit. Contact your Events Services Manager for details about sign and banner hanging labor and equipment costs.

Additional costs apply to motorized equipment use and to large (longer than 20 ft.), heavy (over 50 lbs.) or extremely heavy (over 100 lbs.) signs and banners.

Fire Regulations

All orders are governed by the GES Payment Policy and GES Terms & Conditions of Contract as specified in this Exhibitor Services Manual.

CheeseExpo
Wisconsin Center
April 15 - 16, 2020

Fire and Convention Center Rules & Regulations

Exhibitor signage should be delivered only during the designated sign hanging period before an event. Because of the difficulty of storing materials while other events move in and out, early deliveries may be refused at WCD's discretion. Late deliveries may incur extra, unshared labor and equipment charges including minimum calls.

Please make arrangements with your official decorator to have the signage shipped out after an event. WCD personnel do not pack, store or ship signage or banners, and will not guarantee the return or the condition of any signage or banners left on the premises.

HAZARDOUS OCCUPANCY PERMIT – The City of Milwaukee has adopted the state code. ILHR 10 of the state code pertains to flammable and combustible liquids. Except as otherwise provided, the City of Milwaukee adopts Administrative Code, as amended, as part of this code. Vehicles with internal combustion engines may be exhibited in buildings, other than in those where the vehicles are normally serviced or sold or both, provided the following requirements are satisfied:

- A specific area shall be designated for display of the vehicle(s).
- The vehicle shall not be displayed in any required passageway, corridor or exit leading to an exit.
- The vehicle engine shall not be started or run, except that the vehicle may be driven in and out of the building under its own power; but only when the building is not occupied by the general public.
- The fuel supply in tanks shall be limited to not more than 5 gallons of fuel per vehicle when entering the building.
- When it is necessary to drain the excess fuel from the tank, the draining operation shall take place outside of the building.
- The fill cap shall be of a lock type or the cap shall be securely taped with a material that is not soluble in a petroleum fuel.
- The grounding cable shall be disconnected from the battery terminal. The grounding cable and exposed battery terminal shall be completely covered with tape to be electrically insulated.
- The throttle linkage to the carburetor shall be disconnected or the accelerator shall be blocked so that it cannot be depressed.
- When the exhibition is unattended, the vehicle(s) doors shall be locked.
- One approved hand fire extinguisher of at least 20 B:C rating shall be located within 75 feet travel distance of any displayed vehicle.
- The local fire department shall be notified in writing 5 days in advance of the date the vehicle is to be displayed.
- The local fire department having jurisdiction shall inspect the vehicles before the general public is permitted to occupy the building.
- Smoking shall not be permitted in the posted vicinity of the vehicle being displayed.
- "No smoking" signs shall be posted in the vicinity of the vehicle display.
- The permit fee for a motor vehicle exhibition shall be computed at \$2.00 per motor vehicle. The minimum fee shall be \$50.00.
- A \$3.00 processing fee shall be charged for each permit issued.

LP TANK REGULATIONS – All liquid petroleum (LP) gas tanks must be removed. No LP tanks, empty or filled, are to be stored in the building. LP gas used to operate equipment is limited to five pounds filled capacity. A permit is required for LP gas usage and additional safety restrictions must be obtained from the City of Milwaukee Department of Neighborhood Services, 414.286.3441 (formerly "Department of Building Inspection").

NOVELTY SALES – Under a joint venture with Levy Restaurants, Five Star Marketing has exclusive rights to conduct novelty sales in WCD facilities. Arrangements for the sale of novelty items should be made via the Levy sales department or Five Star Marketing.

OPERATIONAL INFORMATION – Written authorization by WCD management and the City of Milwaukee is required for the following:

- Exhibit booths which have enclosed ceilings, upper decks or any large overhead advertising device in excess of 100 square feet; these require the use of perforated or porous materials that will not obstruct fire sprinkler protection. The City of Milwaukee Building Inspection Department requires such booths to be equipped with portable fire extinguishers
- Display and operation of any heater, heat producing or open flame devices such as barbecues, candles, lanterns, torches, fireplaces, etc.
- Display and operation of any electrical, mechanical or chemical devices which may be deemed hazardous by the City of Milwaukee Building Inspection Department.
- Use or storage of flammable liquids, compressed gasses, dangerous chemicals or pyrotechnics.

PARKING – WCD operates a parking lot, adjacent to the Wisconsin Center, with 150 premium spaces which may be rented. The lot is entered from Wells Street or eastbound Kilbourn Avenue. In addition there are over 14,000 public parking spaces within a four block radius, and 3,295 downtown street parking spaces are now free on Saturdays and Sundays, subject to posted time restrictions. It is recommended you visit a unique Milwaukee downtown parking information website and parking finder called www.parkmilwaukee.com.

PYROTECHNICS – Sparklers, fireworks and other such devices may not be used in WCD facilities, unless operated by licensed and bonded pyrotechnicians in accordance with local, state and federal laws. **A City of Milwaukee permit is required for controlled pyrotechnical displays; for a permit application form, please contact your Event Services Manager, and submit the completed form to the City at least 30 days prior to the event.** Permit requirements include explicit insurance coverage which may or may not be included in the insurance certificate required by WCD. WCD reserves final right of refusal pertaining to any and all pyrotechnical displays, confetti cannons and similar devices.

SMOKING – All WCD buildings are "non-smoking" facilities, and smoking is not permitted anywhere in them. We do not restrict smoking on outdoor areas of our premises and are grateful for everyone's help in preventing litter and inconvenience to others.

WISCONSIN TAX LAW REQUIREMENTS – Wisconsin law requires any exhibitor or vendor selling or bartering goods, merchandise or services at the event. Wisconsin Department of Revenue Form S-240 and/or Spreadsheet S-240a are to be used for reporting purposes. These are available from the Wisconsin Department of Revenue's Income, Sales and Excise Tax Division or your Event Services Manager.

For more information about you and your exhibitor's tax obligations contact:

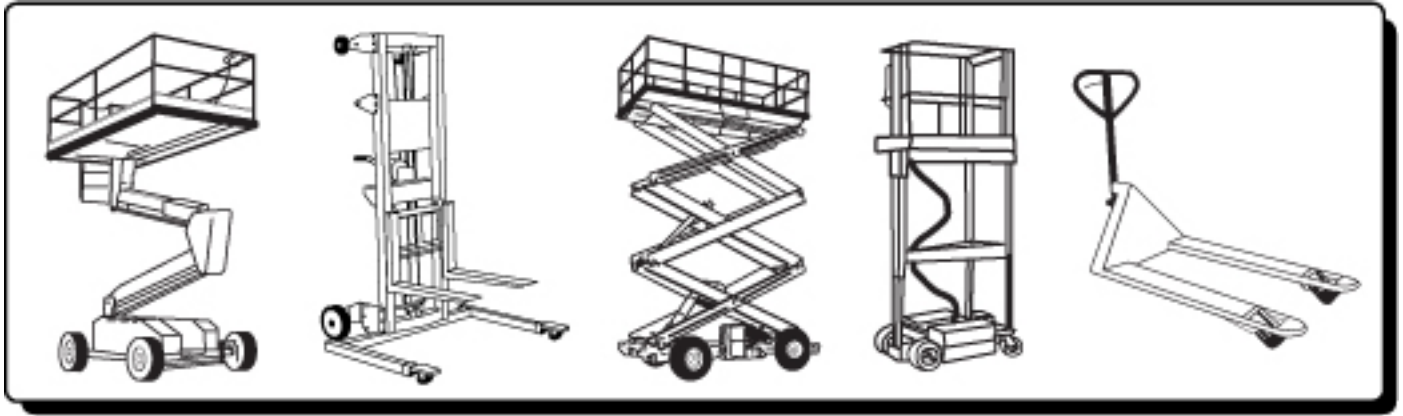
Compliance Bureau Temporary Events Program
PO Box 8901
Madison, WI 53708-8902

phone: 608.266.2776
fax: 608.267.1030
email: sales10@revenue.wi.gov
website: <http://www.dor.state.wi.us/forms/sales/>
(download form S-240.pdf and spreadsheet S-240a.xls)

Operation of All Mechanical Lifts

All orders are governed by the GES Payment Policy and GES Terms & Conditions of Contract as specified in this Exhibitor Services Manual.

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Attention all exhibitors:

- The operation or use of all motorized equipment for installation of booth structures or signs is not permitted by exhibitors or their appointed contractors.
- The operation or use of motorized or mechanical equipment, including mechanical scooters and carts, is not permitted by exhibitors or their appointed contractors for material handling. The use or prohibition of motorized scooters is controlled by and subject to the facility's rules, regulations and guidelines.
- All lifts, scooters, pallet jacks, dollies and manpower must be provided by the official service provider.
- Scooters and carts may only be used by the individuals to whom the scooters and carts are issued. GES equipment is for use by GES employees only. Please do not take it for your use.

Work Zone



- Customer acknowledges that the show site and surrounding areas are active work zones. Customer, its agents, employees and representatives are present on the show floor at their own risk.

Thank you for your complete cooperation.

GES Payment Policy

All orders are governed by the GES Payment Policy and GES Terms & Conditions of Contract as specified in this Exhibitor Services Manual.

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Payment for Services

GES requires payment in full at the time services are ordered. Further, GES requires that you provide 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 labor, material handling, or any applicable fuel or energy surcharges.

Discount Prices

To qualify for discount pricing, orders must be received with payment on or before the discount price deadline(s).

Method of Payment

GES accepts MasterCard, Visa, American Express, check and bank ACH/Wire transfer. Payments at show site must be made via GES-accepted credit card, check, or wire transfer. GES will not accept cash payments at show site.

Purchase orders are not considered payment. All payments must be made in U.S. funds drawn on a U.S. Bank. Exhibitors will be charged a \$50.00 fee for returned NSF checks.

Third Party Billing

Each exhibiting firm is ultimately responsible for all charges incurred on its behalf. GES reserves the right to institute collection action against the exhibitor if the authorized third party does not pay. See Third Party Billing Request form.

Tax Exempt

If you are tax exempt in the state in which you will be exhibiting, you must provide a Sales Tax Exemption Certificate for that state. Please send the above information to the GES office for this show.

Taxes vary by location and will be added to your invoice if you do not submit your tax exempt certificate prior to the deadline.

Adjustments and Cancellations

No adjustments to invoices will be made after the close of the show.

Please refer to the individual forms for labor and furnishings for cancellation fees. All orders cancelled by the Exhibitor or due to the cancellation of an event or their non-participation may be subject to cancellation fees equal to 50% - 100% of the total order, based upon the status of move-in, work performed and/or GES set-up costs or expenses.

A minimum non-refundable deposit of \$25.00 will be applied towards the invoice, unless there is a cancellation of your order. Additionally, GES retains the right to implement/assess a fuel or energy surcharge on all services as necessary based upon market conditions.

GES Terms and Conditions of Contract

All orders are governed by the GES Payment Policy and GES Terms & Conditions of Contract as specified in this Exhibitor Services Manual.

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GES Terms & Conditions are subject to change at GES' sole discretion without notice to any parties.

I. Definitions

GES: GES as referenced hereinafter shall include, but is not limited to the following services: electrical (a/k/a TSE/Trade Show Electrical), rigging, material handling, installation and dismantle, and logistics provided by GES personnel to exhibitor pursuant to any purchase of Services. **Agents:** GES' agents, sub-contractors, carriers and the agents of each; **Customer:** Exhibitor or other party requesting Services from GES; **Goods:** Exhibits, property and commodities of any type for which GES is requested to perform Services; **Carrier:** Motor carrier, van line, air carrier or air or surface freight forwarder; **Shipper:** Party who tenders Goods to Carrier for transportation; **Cold Storage:** Holding of Goods in a climate controlled area; **Accessible Storage:** Holding of Goods in an area from which Goods may be removed during shows; **Services:** Warehousing, transportation, drayage, unsupervised labor, supervised labor and/or related services; **Show Site:** The venue or place where an exposition or event takes place; **Supervised Labor (OK TO PROCEED):** Union labor that is provided to a Customer to install or dismantle a booth or exhibit space, and is supervised and/or directed by GES; **Unsupervised Labor (DO NOT PROCEED):** Union labor that is provided to a Customer to install or dismantle a booth or exhibit space and pursuant to Customer's election is not supervised and/or directed by GES. Customer assumes the responsibility and any liability arising therefrom, for the work of union labor when Customer elects to use unsupervised labor.

II. Scope

These Terms and Conditions shall be binding upon Customer, GES, and their respective Agents and representatives, including but not limited to Customer contracted labor such as Customer Appointed Contractors and Installation and Dismantle Companies, and any other party with an interest in the Goods. Each shall have the benefit of and be bound by all provisions stated herein, including but not limited to time limits and limitations of liability.

III. Customer Obligations

- a. **Payment for Services:** Customer shall be liable for all unpaid charges for services performed by GES or agents. Customer authorizes GES to charge its credit card directly for services rendered on Customer's behalf after departure, by placing an order online, via fax, phone or through a work order on site. Payments at show site must be made via GES-accepted credit card, check, or wire transfer. GES will not accept cash payments at show site.
- b. **Credit Terms:** All charges are due before Services are performed unless other arrangements have been made in advance. GES has the right to require prepayment or guarantee of the charges at the time of request for Services. A failure to pay timely will result in Customer having to pay in advance for future Services. GES retains its right to hold Customers' Goods for non-payment. If a credit card is provided to GES, GES is authorized to bill to such credit card any unpaid charges for Services provided to Customer, including charges for return shipping. Any charges not paid within 30 days of delivery will be subject to interest at 1.5% per month until paid.

IV. Mutual Obligation Indemnification

- a. **Customer to GES:** Customer shall defend, hold harmless and indemnify GES from and against any claims, lawsuits, demands, liability, costs and expenses, including reasonable attorneys' fees and court costs, resulting from any injury to or death of persons, or damage to property other than Goods, relating to or arising from performance of Services herein. Customer agrees to indemnify and hold GES harmless for any and all acts of its representatives and agents, including but not limited to Customer Appointed Contractors and Installation and Dismantle Companies, any subtenant or other user of its space or any agents or employees engaged in business on behalf of Customer or present at Customers' invitation, including supervision of labor secured through GES. Customer's obligations under this provision shall not apply to GES' own negligence and/or willful misconduct. **CUSTOMER ACKNOWLEDGES THAT THE SHOW SITE IS AN ACTIVE WORK ZONE AND CUSTOMER, ITS AGENTS, EMPLOYEES AND REPRESENTATIVES ARE PRESENT AT THEIR OWN RISK.**
- b. **GES to Customer:** To the extent of GES's own negligence and/or willful misconduct and subject to the limitations of liability below, GES shall defend, hold harmless and indemnify Customer from and against any claims, lawsuits, demands, liability, costs and expenses including reasonable attorneys' fees and court costs, resulting from any injury to or death of persons or damage to property other than Goods. GES' obligations under this provision shall not apply to claims for bodily injury arising a) from Customer's presence in areas which have been marked as "off limits to exhibitors"; and b) when exhibitors are present in the facility prior or subsequent to the effective dates or hours of Exhibitor's space lease with show management.

V. Disclaimer and Limitation of Liability

UNDER NO CIRCUMSTANCES WILL ANY PARTY BE LIABLE FOR SPECIAL, INCIDENTAL, CONSEQUENTIAL INDIRECT OR PUNITIVE DAMAGES, INCLUDING BUT NOT LIMITED TO LOSS OF PROFITS OR INCOME. GES SHALL BE LIABLE, SUBJECT TO THE LIMITATIONS CONTAINED HEREIN, FOR LOSS OR DAMAGE TO GOODS ONLY IF SUCH LOSS OR DAMAGE IS CAUSED BY THE DIRECT NEGLIGENCE OR WILLFUL MISCONDUCT OF GES. CLAIMS PRESENTED FOR LOSS OR DAMAGE ARISING OUT OF INCIDENTS REFERENCED IN SECTION VI HEREIN WILL BE DENIED.

VI. No Liability for Loss or Damage to Goods

- a. Condition of Goods: GES shall not be liable for damage, loss, or delay to uncrated freight, freight improperly packed, glass breakage or concealed damage. GES shall not be liable for ordinary wear and tear in handling of Goods or for damage to shrink wrapped Goods. All Goods shall be able to withstand handling by heavy equipment, including but not limited to forklifts, cranes, or dollies. It is the Customer's responsibility to ensure that Goods are packaged correctly prior to shipment or movement on or off the Show floor.
- b. Receipt of Goods: GES shall not be liable for Goods received without receipts, freight bills or specified unit counts on receipts or freight bills or for bulk shipments (i.e., UPS, air freight, or van lines). Such Goods shall be delivered to booth without the guarantee of piece count or condition.
- c. Force Majeure: GES shall not be liable for loss or damage that results from Acts of God, weather conditions, act or default of Customer, shipper, or the owner of the Goods, inherent nature of the Goods, public enemy, public authority, labor disputes and acts of terrorism or war.
- d. Cold Storage: Goods requiring cold storage are stored at Customer's own risk. GES assumes no liability or responsibility for Cold Storage.
- e. Accessible Storage: GES assumes no liability for loss or damage to Goods while in Accessible Storage. Storage charges are for the use of space and are not a form of insurance, or a guarantee of security.
- f. Unattended Goods: GES assumes no liability for loss or damage to unattended Goods received at Show Site at any time from the point of receipt of inbound Goods until the loading of the outbound Goods, including the entire term of the respective show or exhibition. Customer is responsible for insuring its own Goods for any and all risk of loss.
- g. Empty Storage: GES assumes no liability for loss or damage to Goods or crates or the contents therein, while containers are in Empty Storage. It is Customer's sole responsibility to affix the appropriate labels available at the GES Service Desk for empty container storage, and ensures that any pre-existing empty labels are removed.
- h. Forced Freight: GES is not liable for Customer Goods left on the show floor after the show closing deadline, with or without a Material Handling Services/Straight Bill of Lading signed by Customer. It is Customer's responsibility to complete accurate paperwork for shipping and to ensure Customer Goods are properly labeled. If Customer Goods remain on the floor after the show closing deadline, GES has the right to remove the Customer Goods. GES is authorized by Customer to proceed in the manner chosen by Customer on the Order for Material Handling Services/Straight Bill of Lading, if one has been completed, or otherwise to ship Customer Goods at the discretion of GES and at Customer's expense. GES shall incur no liability for such shipment. GES retains the right to dispose of Customer Goods without liability if left on the show floor unattended, without labels or not correctly labeled.
- i. Concealed Damage: GES shall not be liable for concealed loss or damage including but not limited to; glass, electronic equipment, prototypes, original art, uncrated Goods, or improperly packaged or labeled Goods.
- j. Unattended Booth: GES shall not be liable for any loss or damage occurring while the Goods are unattended in Customer's booth at any time including, but not limited to, the time the Goods are delivered to the dock until the time the Goods are received by Customers' chosen carrier. All Material Handling Forms and/or Straight Bills of Lading covering outgoing Goods submitted to GES will be checked at the time of pickup from the booth and corrections to the count or condition will be documented where discrepancies exist.
- k. Hanging items from Booth: Customer shall not hang any articles, merchandise, product, advertisements, or other similar items from GES supplied booth materials, (this includes but is not limited to GEM panels or pipe and drape), utilized in Customer's own booth set up or in areas occupied by the show organizer or third parties. If Customer does hang any prohibited items, Customer alone shall be held liable for any damages, costs, actions or injuries resulting from the hanging of such item(s). GES shall have no liability for any damages, costs, actions or injuries arising out of Customer's failure to comply with this provision.

VII. Measure of Damage

- a. Sole Relief: If found liable for any loss, GES' sole and exclusive maximum liability for loss or damage to Customer's Goods is limited to \$.50 (USD) per pound with a maximum liability of \$100.00 (USD) per container, or \$1,500.00 (USD) per shipment whichever is less.
- b. Labor: GES assumes no liability for loss, damage, or bodily injury arising out of Customer's supervision of GES provided union labor. If GES supervises labor for a fee, GES shall be liable only for actions or claims arising out of its negligent supervision. Such liability shall be limited to the cost to Customer of the supervised labor or the depreciated value of the Goods, whichever is less. If Customer elects to use unsupervised labor, then Customer assumes all liability for the actions or claims that arise out of such work, including but not limited to loss, damage or bodily injury and shall provide GES and show management with an indemnity, including defense costs, for any claims that result from Customers' supervision or failure to supervise assigned labor.

VIII. Miscellaneous

- a. Insurance: **GES IS NOT AN INSURANCE COMPANY AND DOES NOT OFFER OR PROVIDE INSURANCE.** It is the obligation of Customer to ensure Goods are insured at all times. Loss or theft of the Goods in storage or in transit to and from the show and or while on the show floor is the sole responsibility of Customer. GES recommends Customer arrange for all Risk Coverage.
- b. Notice of Loss or Damage: In order to have a valid claim, notice of loss or damage to Goods must be given to GES or its agent within 24 hours of occurrence (as evidenced in an Incident Report completed at Show Site by GES) or delivery of outbound Goods.
- c. Filing of Claim: Any claim for loss or damage to Goods must be in writing, containing facts sufficient to identify the Goods, asserting liability for alleged loss or damage, and making claim for the payment of a specified or determinable amount of money. Such claim must be filed with the appropriate party within the time limits specified herein. Damage reports, incident reports, inspection reports, notations of shortage or damage on freight bills or other documents, do not constitute filing of a claim. Claims for Goods alleged to be lost, stolen or damaged at the Show Site must be received in writing by GES within **thirty (30)** days after the close of the show. Claims for Goods alleged to be lost or damaged **during transit** must be received by the responsible party within nine (9) months of date of delivery of Goods. GES Logistics subcontracts the movement of Goods to third party carriers. Claims for damage in transit should be made directly with your carrier as shown on the Material Handling form/ Bill of Lading. In the event of a dispute with GES, Customer will not withhold payment or any amount due GES for Services as an offset against the amount of the alleged loss or damage. Customer agrees to pay GES prior to the close of the show for all such charges and further agrees that any claim Customer may have against GES shall be pursued independently by Customer as a separate action to be resolved on its own merits. GES retains the right to pursue collection on amounts owed after show close, without regard to any amount alleged to be owed for damage, or loss.
- d. Filing of Suit: Any action at law regarding loss or damage to Goods must be filed within one (1) year of the date of declination of any part of a claim (logistics claims excluded).

IX. Jurisdiction, Choice of Forum

These Terms and Conditions of Contract shall be governed by and construed in accordance with the applicable laws of the United States or, alternatively, and depending on jurisdiction, the laws of the State of Nevada. The parties hereby submit to jurisdiction and venue in the United States Federal District Court of Nevada, or as applicable depending upon jurisdiction, the County Circuit Court in Clark County, Nevada.

X. Advanced Warehousing/Temporary Storage/Long Term Storage

All terms and conditions relative to Advanced Warehousing/Temporary Storage/Long Term Storage are contained in separate agreements titled "Storage Agreement". In the event that a Storage Agreement is not executed between the parties, the following shall apply with respect to GES' liability for Customer's Goods. The responsibility of GES with respect to Customer's Goods is limited to the exercise of ordinary care and diligence in handling and storing of Customer's Goods. GES shall be liable only for loss or damage to Goods caused by GES' sole negligence. GES' liability is limited to \$.60 (USD) per pound with a maximum liability of \$100.00 (USD) per container, or \$1,500.00 (USD) per shipment whichever is less. In case of partial loss or damage, the maximum liability shall be prorated based on weight. GES is not responsible for any loss or damage to Goods caused by, but not limited to fire, theft, the elements, vandalism, moisture, vermin, mechanical breakdown or failure, freezing or changes in temperature, as well as any other causes beyond GES' immediate control. GES is not responsible for the marring, scratching or breakage of glass or other fragile items. GES is not liable for the mechanical functions of instruments or appliances even if such articles are packed or unpacked by GES. In no event shall GES be liable for special, incidental, indirect or consequential damages, including business loss of any kind, resulting from any damage to or loss of the Goods or from any act or failure to act. Customer pays storage fees or costs for advance warehousing for use of the space only. There is no guarantee of security or representations made by GES as to appropriateness of the conditions for Customer's Goods. The risk of loss remains Customer's alone and GES recommends the Customer carry and maintain insurance in amounts sufficient to cover its risk.

XI. Personal Data

Customer consents to GES' use of personal information ("PI") that GES receives from Customer in any manner in connection with the Show as follows: (a) GES retains PI of Customer's primary contacts (including name and email) on an ongoing basis to better serve Customer's future event needs until either GES' Privacy Policy requires deletion or Customer instructs GES to delete it; (b) GES' payment card processor stores credit card information through its expiration date for Customer's convenience, unless Customer instructs GES to delete it sooner; and (c) other uses set forth in GES' Privacy Policy published at <http://www.ges.com/us/legal/privacy-policy>. GES is Privacy Shield certified and protects PI with technical, organizational and other safeguards in conformity with applicable data protection laws including, without limitation, privacy laws of European Union member states. Customers may opt-out of future electronic communications from GES using the contact information provided in GES' Privacy Policy.

Payment Policy

Payment for Services: GES requires payment in full at the time services are ordered. Further, GES requires that you provide a credit card authorization with your initial order. For your convenience, we will use the credit card authorization information that you enter on the website to charge your account for services, which may include labor, material handling or any applicable fuel or energy surcharge.

Discount Prices: To qualify for discount pricing, orders must be received with payment on or before the discount deadline date.

Method of Payment: GES accepts MasterCard, Visa, American Express via this website.

Third Party Billing: Each exhibiting firm is ultimately responsible for all charges incurred on its behalf. GES reserves the right to institute collection action against the exhibitor if the authorized third party does not pay.

Tax Exempt: If you are tax exempt in the state in which you will be exhibiting, you must provide a Sales Tax Exemption Certificate for that state. Please send the above information to the GES office for this show. Taxes vary by location and will be added to your invoice, if you do not submit your tax exempt certificate prior to the deadline date.

Adjustments and Cancellations: No adjustments to invoices will be made after the close of the show. Please refer to the individual forms for labor, etc. for cancellation fees. All orders cancelled by the Exhibitor or due to the cancellation of an event or their non-participation may be subject to cancellation fees equal to 50% - 100% of the total order based upon the status of move-in, work performed and/or GES set-up costs or expenses. A minimum non-refundable deposit of \$25.00 will be applied toward the invoice, unless there is a cancellation of your order. Additionally, GES retains the right to implement/assess a fuel or energy surcharge on all services as necessary based upon market conditions.

If you have any questions regarding our payment policy, please call GES National Servicer® at 800.475.2098 or visit the GES Servicer® at the show.

You may choose to pay by credit card, check or bank wire transfer; however, we require your credit card charge authorization to be on file with GES even if you are paying by check or bank wire transfer. You are responsible for any wire transfer bank processing fees.

All balances must be paid upon conclusion of the event. You agree 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.

For your convenience, we will use the credit card authorization to charge your credit card for any additional amounts ordered by your representative or services rendered to your company for this event.

GES will charge a convenience fee for each request to reprocess payment to an alternate credit card in order to cover incremental processing costs. An alternate credit card is a credit card different than the one used to process your initial payment in accordance with GES payment policy. The convenience fee will be quoted at the time your request is made to reprocess payment. The convenience fee will be added to your account balance and settled utilizing the new credit card provided.

GES requires the highest standards of integrity from all its employees. Please call our confidential Always Honest hotline at (800) 443-4113 to report fraudulent or unethical behavior.

Additional Service Order Forms

Wisconsin Center District

Exhibitor AV Request Form



Office Hours: Monday – Friday 9am-5pm **Office Phone:** 414-908-6190

Please Email all Forms to: productions@conferencetech.com / or **Fax all Forms to:** 414-906-6186

Rates: 21+ Days = Advanced Day Rate / 20-14 Days = Standard Day Rate / 13-0 Days = Floor Day Rate

Company Information:		Event Information:			
Company _____		Event Name _____			
Qty.	Description	Advanced Day Rate	Standard Day Rate	Floor Day Rate	Amount (Qty x Day Rate)
	8' Tripod Screen	\$55.00	\$60.00	\$72.00	
	3k-5k Lumen LCD Projector	\$315.00	\$350.00	\$420.00	
	70" LCD Monitor	\$585.00	\$650.00	\$780.00	
	50" LED Monitor	\$450.00	\$500.00	\$600.00	
	46" LED Monitor	\$335.00	\$375.00	\$450.00	
	32" LCD Monitor	\$225.00	\$250.00	\$300.00	
	22" LCD Monitor	\$110.00	\$125.00	\$150.00	
	6' Black Steel Vesa Mount TV Floor Stand	\$40.00	\$50.00	\$60.00	
	34", 42", or 54" AV carts (specify)	\$20.00	\$25.00	\$30.00	
	PC Laptop	\$170.00	\$190.00	\$230.00	
	Amplivox Wood Finish Podium	\$45.00	\$50.00	\$60.00	
	Black Carpeted Podium	\$36.00	\$40.00	\$50.00	
	Gray Carpeted Podium	\$36.00	\$40.00	\$50.00	
	8 Channel Analog Audio Mixer Console	\$90.00	\$100.00	\$120.00	
	4 Channel Analog Audio Mixer (No EQ)	\$30.00	\$35.00	\$42.00	
	JBL PRX-615 Powered Speaker	\$72.00	\$80.00	\$96.00	
	JBL EON 15" Powered Speaker	\$72.00	\$80.00	\$96.00	
	Mackie SRM 450 Powered Speaker	\$72.00	\$80.00	\$96.00	
	QSC K10 Powered Speaker	\$65.00	\$75.00	\$90.00	
	Ultimate Speaker Stand	\$8.00	\$10.00	\$12.00	
	SHURE Wireless Single Unit	\$112.00	\$125.00	\$150.00	
	DI Box - Laptop Audio	\$27.00	\$30.00	\$36.00	
	50, 36, 26, and 19 Degree LEKO	\$27.00	\$30.00	\$36.00	
	LED Battery Operable Up Lights	\$55.00	\$60.00	\$72.00	
*Please Call or Email for any Special Adapter Requests		[Special Notes]			
CTI also offers additional AV Gear to meet your Audio, Video, Lighting and Rigging needs.					
Subtotal for Gear					
Service Charge					
Subtotal					
WI Sales Tax					
Total					

Wisconsin Center District

Exhibitor AV Request Form



Please return this completed form via e-mail to productions@conferencetech.com.

Company Information:	
Company:	
Contact:	
Address:	
Phone:	
Email:	
Credit Card Number:	
Name on Card:	
Expiration Date:	
Verification Code:	
Event Information:	
Recipient:	
Event Name:	
Room/Booth Number:	
Install Date:	
Strike Date:	
Credit Card Billing Address:	
Signature:	

Print Name: _____

Signature & Date: _____

If you have any questions or concerns, please feel free to contact CTI directly at productions@conferencetech.com or call us at 414-908-6190



ELECTRICAL SERVICES REQUEST FORM

PLEASE SEE PRICING BELOW FOR ELECTRICAL SERVICE

PLACE YOUR ORDER ONLINE AT

<https://www.orders.wcd.org>

CONTACT US VIA EMAIL AT ExhibitorSvc@wcd.org OR BY PHONE AT 414-908-6053

IF YOU HAVE ANY QUESTIONS OR NEED ADDITIONAL INFORMATION

Description	Advanced 31+ Days	Standard 30-14 Days	Floor Rate 13-0 Days
Standard 20-amp 120 V	\$155	\$202	\$256
Power Strip 6 plug -outlet	\$32	\$42	\$56
Extension Cord 25ft	\$32	\$42	\$56

When ordering a power strip or extension cord standard 20-amp has to be included

Description	Advanced 31+ Days	Standard 30-14 Days	Floor Rate 13-0 Days
10-30- amp 208v 1 phase	\$260	\$338	\$439
40-60-amp 208v 1 phase	\$300	\$390	\$507
70-100-amp 208v 1 phase	\$350	\$455	\$592
10-30-amp 208v 3 phase	\$350	\$455	\$592
40-60-amp 208v 3 phase	\$390	\$507	\$676
70-100-amp 208v 3 phase	\$560	\$728	\$946

Electrical service is typically provided from the floor. There is an additional fee for ceiling drops.

No Additional cost when you bring in a male standard male NEMA I21-30P on your equipment pigtail

Description	Advanced 31+ Days	Standard 30-14 Days	Floor Rate 13-0 Days
10-30- amp 480v 1 phase	\$360	\$468	\$608
40-60-amp 480v 1 phase	\$400	\$520	\$676
70-100-amp 480v 1 phase	\$450	\$585	\$761
10-30-amp 480v 3 phase	\$450	\$585	\$761
40-60-amp 480v 3 phase	\$460	\$598	\$777
70-100-amp 480v 3 phase	\$660	\$858	\$1,115
200-amp 480v 3 phase	\$1,300	\$1,690	\$2,197

(4) Hours electrical labor at \$97.00 per hour must be included when ordering a 480V.

All 480v connections will be hard wired by WC electrical department.

All orders Emailed / Faxed / Mailed will incur a \$25.00 processing fee



INFORMATION TECHNOLOGY SERVICES REQUEST FORM

PLEASE SEE PRICING BELOW FOR INFORMATION TECHNOLOGY SERVICE

PLACE YOUR ORDER ONLINE AT

<https://www.orders.wcd.org>

CONTACT US VIA EMAIL AT ExhibitorSvc@wcd.org OR BY PHONE AT 414-908-6053

IF YOU HAVE ANY QUESTIONS OR NEED ADDITIONAL INFORMATION

Shared wired internet service (Single device, Routers prohibited)

Description	Advanced 31+ Days	Standard 30-14 Days	Floor Rate 13-0 Days
Basic	\$ 250	\$375	\$450
Premium	\$800	\$1,200	\$1,440
Additional Devices	\$100	\$150	\$180

Dedicated wired internet service (Multiple Devices, Router Permitted)

Description	Advanced 31+ Days	Standard 30-14 Days	Floor Rate 13-0 Days
3 Mbps	\$ 2,500	\$3,700	\$4,500
6 Mbps	\$4,500	\$6,750	\$8,100
10 Mbps	\$6,500	\$9,750	\$11,700
15 Mbps	\$8,000	\$12,000	\$14,400
20 Mbps	\$12,000	\$18,000	\$21,000

Shared Wireless Internet Services

Description	Advanced 31+ Days	Standard 30-14 Days	Floor Rate 0 Days
Premium	\$ 150	\$225	\$270

Additional Services

Description	Advanced 31+ Days	Standard 30-14 Days	Floor Rate 13-0 Days
Switch Rental (up to 24 Ports)	\$180	\$270	\$324
USB-to-Ethernet Adapter Rental	\$50	\$75	\$90
Patch Cable (Up to 100')	\$50	\$75	\$90
Cellular Device Chargers	\$100	\$150	\$180
Internal Networking (per Device)	\$150	\$225	\$270



**WISCONSIN
CENTER**

ADDRESS

400 W. Wisconsin Avenue, Milwaukee, WI 53203

PHONE NUMBER

414.908.6000

WEBSITE

WisconsinCenter.com

Voice Services

Description	Advanced 31+ Days	Standard 30-14 Days	Floor Rate 13-0 Days
Single Line Phone	\$200	\$300	\$360
Speaker Phone	\$300	\$450	\$540
Credit Card/ Fax Line	\$150	\$225	\$270

Additional services are available upon requested. Please Contact Sean Colburn 414-908-6080 or SColburn@wcd.org if you have questions about special applications or equipment that you will be using to ensure proper programming.

Tax Charged on I.T. Services

All orders Emailed / Faxed / Mailed will incur a \$25.00 processing fee

Exhibitor Email Blast Order Form

ORDER			
	Qty	Price	Total
First Attendee Email Blast		\$400	
Additional Attendee Email Blast		\$300	
ORDER ONLINE – Emails can be sent before, during, or after the event.			TOTAL:

ORDER INFORMATION		
Company	Booth#	
Contact Name	Title:	
Credit Card	City:	
Billing Address:		
Phone:	State:	Zip:
Email Address:		

PAYMENT INFORMATION	
AMEX <input type="checkbox"/> MasterCard <input type="checkbox"/> Visa <input type="checkbox"/> Discover <input type="checkbox"/>	
Cardholder Name:	
Card #	Please include the 3-digit security code found on the back of Visa and MasterCard. AMEX has a 4-digit code on the front.
Expiration Month/Year: /	Security Code:
Cardholder Signature X	
Card holder & signature represents above company and authorizes this credit card to be used as payment for this contract. By signing here, you agree to the below terms and conditions.	

EMAIL DATES: March 16 – May 8. **SEND TIMES:** 8 AM and 11 AM PT

Preferred Send Date:	Choice #1:	Choice #2:	Choice #3:
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SUBMIT ORDERS TO: sales@event-techs.com or fax: 310-496-0431

TERMS AND CONDITIONS

Placing an Order: [Order online](#) or Email/Fax completed order form to: sales@event-techs.com or 310-496-0431. Once your order is processed, you will be contacted by our third party vendor, Event Technologies. Event Technologies will guide you through the email creation process, including providing test emails for review of accuracy.

Deadline: The deadline for email content submission is two weeks before the email is scheduled to be sent. Exhibitors are required to meet the deadline associated with their specific send date.

Conditions: An Email Order Form with a form of payment is required prior to the scheduling of your email blast. All emails must be set up by the exhibitor and approved by the deadline date. These dates are not flexible, unless otherwise approved by Event Technologies or the WISCONSIN CHEESE MAKERS ASSOCIATION; any emails not created by these dates will be void and the exhibitor's payment will be forfeited.

WISCONSIN CHEESE MAKERS ASSOCIATION reserves the right to refuse any order, at any time, for any purpose. This opportunity is available to 2020 CheeseExpo exhibitors only.

Delivery: Email blasts will be distributed to 2020 CheeseExpo attendees between the dates of March 16th and May 8th. Only two email blasts will be sent per day (8am and 11am Pacific Time). Send date and time will be assigned on a first come, first served basis. Real-time reporting will be available after your email is sent.

Royalty Fees: \$400.00 for the first email blast and \$300.00 for each additional email blast.

Payment Terms: Credit card payment is required for all email blast orders. Credit card payments must include credit card type, card holder name, account number, and expiration date. No order will be filled without credit card information. Receipts can be emailed to the individual listed in the Bill to section upon request.

Cancellations: All email reservations are final. No refunds are available after contract is accepted and payment is processed.

Tracking and Reporting: When your email has been sent, a confirmation email with a link to the Event Technologies reporting site will be sent to the contact for your company at the email address on the order form. This email will include a link to the reporting website and login credentials to view real-time statistics including opens and click-throughs.

Questions about Emails: Contact Chris Tremblay, Event Technologies, chris@event-techs.com, 310-581-3807

Show Contact: Caitlin Peirick, Wisconsin Cheese Makers Association, cpeirick@wischeesemakers.org, 608-286-1001

Cheese Expo 2020 | April 14, 2020 - April 16, 2020 | Milwaukee, Wisconsin

Order online and save \$50 per order : <https://cheeseexpo2020.spsleads.com>

Please complete this form and fax it to:

1.855.855.3801

After submitting this form by fax, you should receive a confirmation within 72 hours. If you do not receive a confirmation please contact us.

First Name: _____	Last Name: _____
Company: _____	Booth #: _____
Address: _____	City: _____
State/Country: _____ Zip: _____	Phone: _____ Fax: _____
Email: _____	Onsite Contact Name: _____
Onsite Phone #: _____	Onsite Email: _____

Lead Retrieval Solutions See page 2 for system descriptions and requirements.	on or before 02/27/20	between 02/28/20 - 03/26/20	on or after 03/27/20	Quantity	Total
1 Mobile License **	<input type="checkbox"/> \$250		<input type="checkbox"/> \$290		
2 Mobile Licenses **	<input type="checkbox"/> \$450		<input type="checkbox"/> \$530		
3 Mobile Licenses **	<input type="checkbox"/> \$530		<input type="checkbox"/> \$710		
5 Mobile Licenses **	<input type="checkbox"/> \$750		<input type="checkbox"/> \$1,050		
10 Mobile Licenses **	<input type="checkbox"/> \$1,250		<input type="checkbox"/> \$1,850		
Basic Scanner	<input type="checkbox"/> \$395	<input type="checkbox"/> \$445	<input type="checkbox"/> \$495		
Touch Scanner	<input type="checkbox"/> \$475	<input type="checkbox"/> \$525	<input type="checkbox"/> \$575		
Custom Qualifiers * (Only applicable to Basic and Touch Scanners)	<input type="checkbox"/> \$50				
USB Key (Only applicable to Basic and Touch Scanners)	<input type="checkbox"/> \$35				
API Development Kit	Contact API@streampoint.com for additional info				

* If you would like to purchase custom qualifiers, please list them in the space provided on page 2. Maximum 30 characters per option.

** Prior to the event, you will be provided with a sample barcode for testing purposes. **You will need to activate your license in order to complete the scanning test, please ensure that the activation is on the same device that will be used onsite.** Once a mobile license is activated on your mobile or tablet device it cannot be moved, transferred or refunded. Mobile phone device not included.

Subtotal

Total

Indicate Payment Method

☐ VISA ☐ MasterCard ☐ AMEX ☐ Check Payment*

Signature: _____ Name on Card: _____

Credit Card #: _____ Expiration (MM/YY): _____ / _____

*If paying by check, please make it payable to **Streampoint Solutions Inc.**

Mail Check to: Streampoint Solutions Inc. C/O Cheese Expo 2020 | 1300 I Street, NW, Suite 400E | Washington, DC 20005

By signing this document I agree to the terms on page 2 of this Lead Retrieval Order form.

Name: _____ Date: _____ Signature: _____

Standard Qualifiers

- | | | | |
|---------------------|-----------------------------|------------------------|------------------------|
| 1. SEND INFORMATION | 4. JUST INQUIRING | 7. ADD TO MAILING LIST | 9. RECOMMENDS PURCHASE |
| 2. DECISION MAKER | 5. SEND QUOTE | 8. READY TO PURCHASE | 10. HAVE REP CALL |
| 3. SEND SAMPLES | 6. PURCHASE WITHIN 3 MONTHS | | |

Custom Qualifiers

Option 1: _____	Option 11: _____
Option 2: _____	Option 12: _____
Option 3: _____	Option 13: _____
Option 4: _____	Option 14: _____
Option 5: _____	Option 15: _____
Option 6: _____	Option 16: _____
Option 7: _____	Option 17: _____
Option 8: _____	Option 18: _____
Option 9: _____	Option 19: _____
Option 10: _____	Option 20: _____

Mobile Scanner



- Capture, qualify and follow up on leads using your smartphone
- Scans are stored and backed up on the device and in the cloud
- Can be accessed via a secure, web-based portal
- Offline mode is available for those without a connection
- Compatible with most Apple and Android devices (requires mobile device with auto-focusing camera)

Basic Scanner



- Handheld wireless barcode scanner allows for simple badge scanning
- Graphical LCD display with thumb wheel interface
- Has 10 default qualifiers (see above)
- Up to 8,000 leads can be stored and all leads are date & time stamped.

Touch Scanner



- Handheld wireless barcode scanner allows for simple badge scanning
- Graphical colored LCD display with touch screen interface
- Has 10 default qualifiers (see above)
- Up to 8,000+ leads can be stored and all leads are date & time stamped.

API development kit

Contact API@streampoint.com for additional info

Cancellation Policy:

Cancellations prior to **February 27, 2020** will be entitled to a 100% refund. All other cancellations including units not picked up onsite by your company representative are not entitled to a refund.

Rental Agreement:

I understand that I am responsible for the proper use and safe keeping of the Basic Scanning, Touch Scanning, and Printing Lead Retrieval Systems covered by this agreement. I acknowledge and understand that the total replacement cost of these Systems is \$3000 per unit.

I authorize Streampoint Solutions to charge the attached credit card \$600 per unit for failure to return the unit(s) within one hour of the event closing and to charge full replacement costs for failure to return the unit(s) to the Streampoint Solutions offices within 48 hours from midnight following the event closing.

I authorize Streampoint Solutions to charge the attached credit card the replacement costs of the units in the event of theft or loss and for any damage incurred to a 'remove damaged' unit.

I agree to return all equipment to Streampoint Solutions' onsite service desk within one hour of the show closing and must obtain a 'return' receipt for proof of returning any rented equipment. Any equipment not returned to the Streampoint Solutions onsite service desk, or in the case of an 'In-Booth Pick Up Service', to a Streampoint Solutions onsite staff member, is the responsibility of the customer.

I understand that should the show be cancelled for any reason beyond Streampoint Solutions' control, including but not limited to damage to buildings, riots, strikes breached by show location, acts of government, or acts of Nature, a refund will not be issued.



MECHANICAL SERVICES REQUEST FORM

PLEASE SEE PRICING BELOW FOR MECHANICAL SERVICE

PLACE YOUR ORDER ONLINE AT

<https://www.orders.wcd.org>

CONTACT US VIA EMAIL AT ExhibitorSvc@wcd.org OR BY PHONE AT 414-908-6053

IF YOU HAVE ANY QUESTIONS OR NEED ADDITIONAL INFORMATION

Description	Advanced Rate 31+ Days	Standard Rate 30-14 Days	Floor Rate 13-0 Days
Compressed Air 1/4"	\$175	\$230	\$280
Compressed Air 3/8"	\$175	\$230	\$280
Compressed Air 1/2"	\$240	\$315	\$375
Gas Line	\$225	\$295	\$355

Exhibitors must furnish necessary fitting to connect to 1/4", 1/2" or 3/8" female (NPT) thread for water and air connections.

Pressure may vary Exhibitors must supply your own drier or regulator.

Portable Air Compressors and portable air tanks are not permitted.

Description	Advanced Rate 31+ Days	Standard Rate 30-14 Days	Floor Rate 13-0 Days
Water / Drain (Running Water)	\$300	\$390	\$470
Water (Additional Running)	\$90	\$112	\$145
Water Only (No Drain)	\$195	\$255	\$305
*Water / Drain (1 Fill-500 Gallons)	\$305	\$400	\$480
Add 1 fill-Each 50 Gallons	\$55	\$72	\$86

Water/Drain (Fill): Each order includes one-time water fill & drain up to 500 gallons.

Pressure may vary Exhibitors must supply your own drier or regulator.

Only WC Engineers can make service connections, alter lines, install fittings add branch connections, disconnect airlines to the original termination in booth.

All orders Emailed / Faxed / Mailed will incur a \$25.00 processing fee

Booth Menu

Wisconsin Center – Levy Restaurants

Let your Levy sales team help you create a unique booth experience!

From the Bakery

Danish-Muffins-Croissants	38.00/dozen
Bagels w/Cream Cheese	41.00/dozen
Cookies and/or Brownies	38.00/dozen
Gourmet Dessert Bars	42.00/dozen
Sheet Cake	3.75/person

Snacks

Whole Fresh Fruit	36.00/dozen
Tortilla Chips & Salsa	16.00/pound
Potato Chips & Dip	16.00/pound
Pretzels	14.00/pound
Mixed Nuts	28.00/pound
Hard Candy-bulk	18.00/pound
Candy Bars	33.00/dozen

Trays & Hors d'oeuvres

Cheese Tray	140.00/serves 25
Fresh Fruit Tray	145.00/serves 25
Vegetable Crudite Tray	140.00/serves 25
Antipasto Tray	250.00/serves 25
Layered Guacamole w/Chips	200.00/serves 75
Deli Trays	150.00/serves 10
Cocktail Sandwiches	30.00/dozen
Hot Hors d'oeuvres	200.00/50 pieces
Cold Hors d'oeuvres	175.00/50 pieces
(Call for Hors d'oeuvres Selection)	

Grab & Go Boxed Lunches

Boxed Lunches: 21.95

(Includes: Sandwich, Chips, Cookie, Fruit)
Smoked Turkey on Wheat – bacon, tomato, lettuce & herb aioli
Roast Turkey – brie and cranberry chutney
Grilled Chicken – honey cilantro slaw and chipotle aioli
Smoked Ham and Swiss on Pretzel Bun
ZLT Flatbread Sandwich – grilled zucchini, tomatoes, jalapeno Jack
cheese & sundried tomato pesto

Hot & Cold Beverages

Coffee, Decaf, Hot Tea	48.00/gallon
Hot Chocolate	48.00/gallon
Iced Tea, Lemonade, Fruit Punch	39.00/gallon
Assorted Soda	3.00/can
(Diet & Regular 7-up, RC Cola, Diet RC & Dr. Pepper)	
Bottled Water	4.00/bottle
Bottled Juice	4.25/bottle
Half Pints of Milk	2.50/half pint
Water Cooler	20.00/day
5 gallon Water Tanks	30.00/tank
Logo Bottled Water	Call for pricing

Specialty Services

Specialty Coffee Bar	Call for pricing
Popcorn Machine Rental	125.00/day
Popcorn Packets (apprx. 10 servings)	10.00/packet
Attendant-4 hour minimum	100.00
Bar Service (permission of Show Mgr required)	Call for pricing

General Information

Additional menus are available upon request. Please call to arrange for catering services at least 30 days prior to event date. Payment may be made by check or credit card. Full payment and signed contract is due 14 business days prior to service. All Pricing is subject to 22% Service Charge & 6.1% Sales Tax.

Each delivery valued at less than \$100.00 will be subject to a \$25.00 delivery fee. Decreases/Cancellations must be received & confirmed at least 72 hours in advance of service.

Levy Restaurants is the exclusive caterer for the Wisconsin Center. No food and/or beverages may be brought into the Wisconsin Center, UW-Milwaukee Panther Arena or the Milwaukee Theatre.

Please contact our sales team regarding additional menu options.

For electric needs please contact: Kelly Delo at 414/908-6053 or kdelo@wcd.org

To place an order please contact:

Levy Restaurants
Sales Department

Phone 414/908-6150
Fax 414/908-6151



**WISCONSIN
CENTER**

ADDRESS

400 W. Wisconsin Avenue, Milwaukee, WI 53203

PHONE NUMBER

414.908.6000

WEBSITE

WisconsinCenter.com

WISCONSIN CENTER

Sign and Banner Hanging Order Form

Please complete this form and email to exhibitorsvc@wcd.org

For assistance please contact- 414-908-6053

Event _____ Date _____ Booth _____
Company _____ Contact _____
Address _____ City, State, Zip _____
Email _____ Phone _____

Sign Regulations

- All signage requests must be approved by the WCD, which reserves the right to refuse hanging if deemed unsafe.
- All signs are to be properly constructed (frames and grommets for hanging, Banners with top and bottom pocket for pipe).
- All materials must comply with state and local building codes.
- All signs will be hung at a uniform distance from floor to bottom of sign, usually 12' - 14'.
- Signs requiring AC power must meet electrical codes, and have a grounded power supply.
- Delivery of signage is to be coordinated with the Show/Decorator, and will be based on the show move in/out schedule.
- WC reserves the right to determine exact location of signage based on structural limits of the building.
- WC is not liable for any accidents or damage caused by the signage.
- Signage will be positioned only once. All re-positioning of signage will result in additional fees.
- Upon show closing. Exhibitors must remain in their in the booth until signage can be removed by WC Staff and picked up by the exhibitor.

Signage Specification

It is the exhibitor's responsibility to assemble sign. Consult with your decorator for sign assembly labor.
A diagram showing banner dimensions and placement will need to accompany all order

Height _____ Width _____ Depth _____
Material _____ Weight _____ Shape _____
Does your sign require power? Yes _____ No _____

If yes, make sure to order power from Exhibitor Services at <https://www.orders.wcd.org/>

Installation and Removal Sign Hanging Cost

Advanced 31+ Days
\$550.00

Standard 30-14 Days
\$700.00

Floor Rate 13-0 Days
\$980.00

Please complete and submit this form and the WCD credit card authorization.



ADDRESS

400 W. Wisconsin Avenue, Milwaukee, WI 53203

PHONE NUMBER

414.908.6000

WEBSITE

WisconsinCenter.com

IMPORTANT CONDITIONS AND REGULATIONS

1. Online Ordering: Save money and please visit www.orders.wcd.org to place and order. There is a \$25.00 manual processing fee for orders not submitted online.
2. Exhibitors may also email, fax or mail orders using the service order forms located on the <https://wisconsincenter.com/printable-order-form>. There is a \$25.00 manual processing fee for this service.
3. Non-Sufficient Funds Checks (NSF) service charge of \$30.00 on NSF checks will be assessed. No checks will be accepted from an Exhibitor that has previously submitted an NSF check to us.
4. All equipment must conform to all federal, state and local state fire and safety codes.
5. WC reserves the right to inspect and reject any and all connections, equipment and facilities which any customer uses while in the WC.
6. Utility Requirements Crossing Aisles will not be installed unless approved by show management.
7. Cancellations must be received prior to set-up of the event in order to receive refund.
100% -60days out / 50%-30days out / 0% -15days out
8. No Refunds after installation of service.
9. Credit card receipts for orders can be emailed after processing, upon request.
10. Advance orders will receive priority service.
11. All Booth number changes must be communicated by exhibitors to WC prior to move-in additional charges may result if services must be moved after initial set-up.



REMIT TO:

Lowe Refrigeration, Inc.
 7405 Graham Road Suite B
 Fairburn, GA 30213
 USA
 Tel: (770) 461-9001
 Fax: (770) 461-8020
 Email: info@LoweUSA.com
 www.LoweUSA.com

CheeseExpo 2020

April 14 - 16, 2020

Wisconsin Center

Milwaukee, WI

Order Closing Date: March 31st, 2020

NAME OF EXHIBITOR			BOOTH #
ADDRESS			
CITY	STATE	ZIP	COUNTRY
PHONE #		FAX #	
ORDER CONTACT NAME		EMAIL ADDRESS	

NOTE: 8% Damage Waiver Applied to ALL Orders

*NO REFUNDS FOR CANCELLATION AFTER SHIPMENT

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MODEL	SIZE & DESCRIPTION	QTY	RENTAL \$	TOTAL \$
B CORNER	90 Degree Corner Euro Deli Display		1850	
B1	4ft Euro Deli Curved Glass Display With Refrigerated Under Storage		1850	
B2	6ft Euro Deli Curved Glass Display With Refrigerated Under Storage		2050	
B3	8ft Euro Deli Curved Glass Display With Refrigerated Under Storage		2350	
B1 L/G	4ft Euro Deli Self-Service Display With Refrigerated Under Storage		1850	
B2 L/G	6ft Euro Deli Self-Service Display With Refrigerated Under Storage		2050	
B3 L/G	8ft Euro Deli Self-Service Display With Refrigerated Under Storage		2350	
B1P	4ft Euro Bakery Curved Glass Display With Pull-Out Drawer		1850	
BOD1	23" Glass Door Wine Display - Holds 96 Size 75 Bottles		1260	
BOD MINI	Glass Door Wine Display		600	
C1	3.5ft Euro Merchandiser 4 Shelf Display (extra shelves \$20each /Qty_____)		1750	
C2	4ft Euro Merchandiser 4 Shelf Display (extra shelves \$25each /Qty_____)		1850	
C3	6ft Euro Merchandiser 4 Shelf Display (extra shelves \$30each /Qty_____)		2050	
F2 CHILLER	64" Sliding Lid Refrigerator		700	
G4C	30" Single Glass Door Refrigerator		900	
G5	36" Sliding Glass Door Refrigerator		1575	
G6C	54" Double Glass Door Refrigerator		1575	
G223	2 Bowl Drink Dispenser (23 Liters / 6.3 Gallons Total Capacity)		600	
H1	4 cu-ft Storage Refrigerator		250	
ISOLA 4	56" Cold Buffet Style Display (Stainless Steel Available Upon Request)		1650	
ISOLA 6	81" Cold Buffet Style Display (Stainless Steel Available Upon Request)		1850	
JINNY 104	3ft Slim-Line Deli Curved Glass Display With Refrigerated Under Storage		1575	
JINNY 150	5ft Slim-Line Deli Curved Glass Display With Refrigerated Under Storage		1800	
JINNY 250	8ft Slim-Line Deli Curved Glass Display With Refrigerated Under Storage		2300	
K2T	4 Sided Glass Display With 16.5" Rotating Shelves		1700	
K2TF	4 Sided Glass Display With Wire Shelves		1700	
K2TWR	4 Sided Glass Display With Wood Finish & 22" Rotating Shelves		1700	
K2TWF	4 Sided Glass Display With Wood Finish & Fixed Shelves		1700	
K2TWCR	4 Sided Glass CANDY Display With Wood Finish & 22" Rotating Shelves		1700	
K2TWCF	4 Sided Glass CANDY Display With Wood Finish & Fixed Shelves		1700	
K3T	6 Sided Glass Display With 22" Rotating Shelves		1750	
KUBO 500R	60" Double Glass Door Display Refrigerator		1850	
L1	55" Euro Bakery Display With Dual Temperature Zones & Pull Out Drawer		1750	
L3	87" Euro Bakery Display With Dual Temperature Zones & Pull Out Drawer		2000	
L5	114" Euro Bakery Display With Dual Temperature Zones & Pull Out Drawer		2250	
L1HARMONY	37" Euro Bakery Display With 3 Fixed Shelves & Lighting On Each Shelf		1650	
L3HARMONY	52.5" Euro Bakery Display With 3 Fixed Shelves & Lighting On Each Shelf		1850	
MANDY 100	40" Open Front Merchandiser 3 Adjustable Shelf Display		1575	
MEMPHIS 90	36" Dual Temperature Zone Merchandiser Display		1650	
MEMPHIS 120	48" Dual Temperature Zone Merchandiser Display		1750	
OASIS 1	43" Square Island Display With Wood Finish & Suitable For Ice		1750	
OASIS 2	55" Square Island Display With Wood Finish & Suitable For Ice		1950	
P360	55" Grab & Go Island Display		1850	
PREP 1	41.5" Stainless Steel Refrigerated Prep Counter		900	
PREP 2	67.5" Stainless Steel Refrigerated Prep Counter		1325	
SARA	4ft Open Front Merchandiser 3 Adjustable Shelf Display		1700	
STARLET	24" Counter Top Refrigerator		450	
Euro Medeira	51" Open Front Merchandiser		1850	
V-150	56" Curved Glass Bakery Display With Adjustable Shelves		1500	
V-200	74" Curved Glass Bakery Display With Adjustable Shelves		1950	

PAGE 1 SUBTOTAL



REMIT TO:
Lowe Refrigeration, Inc.
 7405 Graham Road Suite B
 Fairburn, GA 30213
 USA
 Tel: (770) 461-9001
 Fax: (770) 461-8020
 Email: info@LoweUSA.com
 www.LoweUSA.com

CheeseExpo 2020

April 14 - 16, 2020
 Wisconsin Center
 Milwaukee, WI
 Order Closing Date: March 31st, 2020

PRODUCT INSURANCE IS THE RESPONSIBILITY OF THE EXHIBITOR

SPECIAL REQUEST:

PAYMENT IS REQUIRED PRIOR TO EQUIPMENT SHIPPING FROM LOWE REFRIGERATION INC.

NOTE: 8% Damage Waiver Applied to ALL Orders

***NO REFUNDS FOR CANCELLATION AFTER CLOSING DATE**

	MODEL	SIZE & DESCRIPTION	QTY	RENTAL \$	TOTAL \$
H O T	200H	35.5" Counter Top Hot Self-Service Display		630	
	B1H	4ft Euro Hot Curved Glass Display With Steam Deck (Bars with Pans by Request)		1850	
	CQ25	Convection Oven With Stand - Fits 1/2 Size Trays		700	
	DW	13" 2 Lamp Display Warmer With Pan (Pan by Request)		125	
	HSD2	36" Aluminum Heat Shelf		700	
	ISOLA 4H	56" Hot Bain Marie Buffet Style Display		1850	
	MCT	60" Mobile 4 Burner Cook Top		800	
	MCT-M	60" Mobile 4 Burner Cook Top With Display Mirror		825	
	MW	Microwave		250	
	TOP2	23" Counter Top Dual Burner Cook Top		150	
F R O Z E N	200GBT	48" Counter Top Display Freezer		650	
	B2F	6ft Euro Curved Glass Display Freezer		2050	
	D1C	58" Wall Site Display Freezer With 5 Baskets		1500	
	DC8	8 Well Ice Cream Dipping Cabinet		1575	
	E1	5ft Wall Site Display Freezer		1700	
	E2	7ft Wall Site Display Freezer		1900	
	E3	6ft Wall Site Display Freezer with Side Visibility		1900	
	E4	6ft Wall Site Display Freezer		1900	
	F2	47" Sliding Glass Top Freezer With 1 Basket		700	
	G1C	30" Single Glass Door Freezer		1325	
	G6FC	54" Double Glass Door Freezer		1750	
	G12	54" Gelato Ice Cream Freezer		2050	
	H2	4 cu-ft Storage Freezer		300	
	H4IB	24" Counter Top Display Freezer		500	
	K1T	24" 4 Sided Glass Display Freezer With Fixed Shelves		1700	
	K4T	27.5" 4 Sided Glass Display Freezer With 18" Rotating Shelves		1700	
	K4TF	27.5" 4 Sided Glass Display Freezer With Fixed Shelves		1700	
	KUBO 500F	54" Double Glass Door Display Freezer		1900	
	PENGUIN 1	Single Bowl Frozen Drink Display		450	
	PENGUIN 2	Double Bowl Frozen Drink Display		600	
	VV17	60.5" Double Glass Door Freezer		1850	
	SS2P	52" Two Flavor Soft Serve Ice Cream Machine		1850	
D R Y	200DRY	35" Counter Top Dry Display		450	
	HWS	2 Person Hand Washing Station		450	
	I1	40" Insulated Ice Tray With Drain Plug		275	
	I3	64" Insulated Ice Tray With Drain Plug		300	
	MS12	23" Electric Meat Slicer		525	
	MSU	39.5" Mobile Hand Washing Sink		525	
	PT4	4ft Stainless-Steel Prep Table (Add Bottom Shelf \$50.00 check here)		160	
	PT5	5ft Stainless-Steel Prep Table (Add Bottom Shelf \$50.00 check here)		185	
	PT6	6ft Stainless-Steel Prep Table (Add Bottom Shelf \$50.00 check here)		225	
	SSB1	23.5" Stainless-Steel Single-Bowl Sink (PLUMBING REQUIRED)		250	
	SSB3	83" Stainless-Steel Three-Bowl Sink (PLUMBING REQUIRED)		370	

PAYMENT TYPE: ☐ CHECK ☐ BANK WIRE ☐ VISA ☐ MASTERCARD ☐ DINER'S CLUB ☐ AMEX

PAGE 2 SUBTOTAL

CREDIT CARD #	EXP. DATE

PAGE 1 SUBTOTAL

MISC.

Damage Waiver 8%

FREIGHT

RENTAL TAX 6%

GRAND TOTAL US \$

**SIGNING BELOW COMPLETES YOUR ORDER AND IS ACCEPTANCE OF OUR RENTAL TERMS & CONDITIONS
 AVAILABLE FROM THE ABOVE OFFICE OR www.LoweUSA.com**

PAGE 1 CONTACT NAME SIGNATURE

OFFICE USE ONLY	IC	BB	O#	89	INV#
-----------------	----	----	----	----	------

Rental Contract for 'Non-Contracted' Deliveries

THE PERSON SIGNING THE FOLLOWING FORMS WILL BE RESPONSIBLE FOR FORWARDING THIS INFORMATION AND ALL PROCEDURES TO THE PERSON ON SITE AT THE EVENT OF WHICH THE EQUIPMENT IS BEING USED.

1. COMPLETION OF ORDER:

- a. Fill out the attached 2-page order form (**Leave the Freight Box on the Second Page Empty**).
- b. Make sure to sign the bottom of the second page of the attached order form to complete your order and agree to our rental terms and conditions.
- c. Return the completed order form along with this **SIGNED** contract either by faxing to **770-461-8020** or emailing to **Jennifer@LoweUSA.com**.
- d. You will receive follow-up from one of our customer service representative to include your **FREIGHT QUOTE**:
 - i. Upon receiving your freight quote, initial the amount as approval and fax or email back to your customer service representative.
 - ii. **Orders will not be charged nor processed until your freight quote has been approved.**
 - iii. Additions and/or changes to your order will result in a revised freight quote and repeating the freight quote process above.

2. INBOUND:

- a. Unit(s) will be delivered to your requested venue with a label stating the Show Name, Exhibitor Name, and Booth#.
- b. Depending on the type of event you are attending, the show appointed decorating company will deliver the unit(s) to your booth. **Lowe Refrigeration, Inc. is NOT responsible for any drayage charges associated with the movement of the equipment.**
 - i. Lowe Refrigeration, Inc. is always looking for ways to improve our service. Therefore, we have improved the way we ship the equipment you ordered so there will be less of a possibility of damages when you receive it. Some of your equipment might be delivered in custom wood crates. These will be clearly marked for each piece of equipment. The unit(s) will need to be removed from the crate(s).
 - ii. Other equipment may be delivered on a pallet and/or wrapped with the proper packaging materials. The unit(s) will need to be removed from the pallet and/or unwrapped.
 - iii. Packing material (to include, crates, pallets, blankets, etc.) will need to be stored to be reused at the end of the show for outbound handling. Materials can either be stored on your booth or tagged as "Empty" for the decorating company to collect and store for you. The decorating company will be able to provide the "Empty" tags.

Lowe Refrigeration, Inc.

7405 Graham Road Ste. B
Fairburn, GA 30213
Phone: 770-461-9001
Fax: 770-461-8020
jennifer@LoweUSA.com

- c. Unit(s) will need to be plugged in to the appropriate electrical requirements. Electrical requirements specific to each unit type can be found in our rental brochure or provided by a customer service representative.
- d. Unit(s) are preset for standard operating temperatures.

NOTE: All equipment leaves our facility in excellent working condition. However, in the event of a mechanical breakdown when you cannot reach a Lowe Refrigeration, Inc. representative, simply contact a local certified refrigeration technician. Have the service company repair the unit(s). Send a copy of the service ticket, invoice and proof of payment to the attention of "Special Event Customer Service" at Lowe Refrigeration, Inc. for reimbursement of service to the unit(s).

3. OUTBOUND:

- a. Disconnect unit(s) from electrical connection.
- b. Remove all product(s) from case, leaving case empty and dry.
- c. Repack unit(s) to the same standard as originally received.
 - i. If any packing materials were tagged as "Empty" the decorating company will be returning those items to your booth upon breakdown of the show.
 - ii. Any items that were secured upon delivery need to be re-secured to avoid possible damages to the unit(s).

NOTE: If equipment is NOT repacked in the same manner as it was received with resulting damages, your company will be held responsible and billed for cost associated with the repair or replacement of the unit(s).

- d. Apply a shipping label of some sort (this can be a white piece of paper taped down) to the unit(s)/crate(s) stating the following information:

**Destination – Lowe Refrigeration, Inc.
7405 Graham Road Suite B
Fairburn, GA 30013
Phone: 770-461-9001**

*Each piece of equipment must have a return label attached.

- e. Fill out a return "Bill of Lading" :
 - i. A Bill of Lading can be obtained from the decorating company's service desk or from the exhibitor kit provided by the show.
 - ii. The Bill of Lading must list each unit originally delivered to your booth. The quantity that was delivered must be the same as the quantity that is specified to be collected on the Bill of Lading.
 - iii. The Bill of Lading must be filled out showing the carrier _____ as the company collecting the unit(s) for transit.

www.LoweUSA.com

Lowe Refrigeration, Inc.

7405 Graham Road Ste. B
Fairburn, GA 30213
Phone: 770-461-9001
Fax: 770-461-8020
jennifer@LoweUSA.com

- iv. The Bill of Lading must be filled out showing Lowe Refrigeration, Inc. as the Consignee/Receiver at the above labeled destination address.
- v. After filling out the Bill of Lading, return it to the decorating company's service desk representative. Do Not leave the Bill of Lading on your booth; Do Not turn it in to someone on the show floor; Do Not leave it unattended at the decorating company's service desk – THIS FORM IS THE ONLY SOURCE TO ALLOW PROPER RETURN OF THE EQUIPMENT TO Lowe Refrigeration, Inc.

NOTE: Your company is responsible for the return of the equipment/packing materials to Lowe Refrigeration, Inc. Forced Freight or Loss of equipment due to the "Bill of Lading" not being filled out properly or failure to submit to the decorating company will result in your company being billed for the additional freight charges, and/or replacement cost of the unit(s)/packing materials.

Signing below confirms that you have read, fully understand and accept our special event procedures and conditions.

PRINT NAME: _____ SIGNATURE: _____

TITLE: _____ DATE: ____/____/____

LOWE
WORLDWIDE REFRIGERATION

www.LoweUSA.com

Putting You On Display!

Page 3 of 3

2020 Cheese Expo

April 15-16, 2020

Wisconsin Center
Milwaukee, WI

Order Online at
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Orders without payment will
not be processed.
Cancellations may be made prior
to the pre-show deadline. No
refunds will be made after that
date.

Product availability is subject to
season and geographic location.

All materials, containers and
plants are available on a rental
basis.

Damaged or missing items are
the responsibility of the exhibitor
and must be reported during
the run of the show to allow for
replacement. Additional charges
may apply. No refunds will be
given after the close of the show.

Floral & Plant Rental Form

ADVANCE ORDER DEADLINE / MARCH 25, 2020

FloralExhibits
A KEHOE DESIGNS COMPANY

EXHIBITOR /

BOOTH NUMBER /

BILL TO /

EMAIL /

ADDRESS /

CITY /

STATE /

ZIP /

PHONE /

FAX /

PO # /

COMPANY REPRESENTATIVE /

DATE ORDERED /

COMPLETE THIS BOX ONLY IF DESIGNER IS NEEDED ON SITE

Booth Contact /

Contact Phone /

Available Time/Date /

QTY	TROPICAL PLANTS Please specify quantity, heights & variety	Containers for plants: Black _____ White _____	PRICE	TOTAL
	Small Potted Ferns		\$32.00	
	Large Potted Ferns		\$36.00	
	Hanging Plants		\$36.00	
	2' Plants		\$42.00	
	3' Plants		\$45.00	
	4' Plants		\$55.00	
	5' Plants		\$65.00	
	6'-7' Plants		\$75.00	
	8'-9' Plants		\$125.00	

BLOOMING PLANTS

Potted Mums (Yellow, White, & Lavender)	\$26.00
Potted Azaleas (Red, Pink, & White)	\$36.00
Bromeliads	\$36.00

FLORAL ARRANGEMENTS / PLEASE CHOOSE TROPICAL OR SEASONAL (Please indicate desired colors)

Single Stem Phalaenopsis Orchid Plant (Fuchsia or White) Long Lasting!	\$95.00
Double Stem Potted Orchid Plant (Fuchsia or White) Long Lasting!	\$135.00
Extra Small Arrangement (6"x6")	\$60.00
Small Arrangement (12"x12")	\$85.00
Medium Arrangement (18"x14")	\$100.00
Large Arrangement (24"x18")	\$125.00
Custom Arrangement (please ask for quote)	

SUBTOTAL

Delivery Fee 10%

TOTAL

PAYMENT INFORMATION

Circle one / VISA MC AMEX DISCOVER

Name /

Card # /

Exp. Date /

CVV Code /

Signature /

PLEASE RETAIN A COPY FOR YOUR RECORDS

FloralExhibits
A KEHOE DESIGNS COMPANY

Floral Exhibits, Ltd.
2555 S Leavitt St
Chicago, IL 60608

Phone / 773.277.1888
Fax / 773.277.1919
www.floralexhibits.com

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PLANT RENTALS



2-3 ft. Croton



2-3 ft. Neanthe Bella



2-3 ft. Arboreola



2-3 ft. Spathiphyllum



3 ft. Janet Craig



3 ft. Limelight



3 ft. Roebelenii



3-4 ft. Dracaena Marginata

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PLANT RENTALS



4-5 ft. Schefflera



5-6 ft. Dracaena Marginata



6-7 ft. Ficus Tree



4-6 ft. Areca Palm



4-6 ft. Cataractarum Palm



4-6 ft. Majesty Palm

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FLORAL ARRANGEMENTS



Small Fern



Large Fern



Ivy (Hanging Plant)



Bromeliads



Potted Mums



Potted Azaleas



Potted Begonias



Single Stem Orchid
Double Stem Orchid

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FLORAL ARRANGEMENTS



Extra Small 01



Extra Small 02



Extra Small 03



Extra Small 04



Small 01



Small 02



Small 03



Small 04



Medium 01



Medium 02



Medium 03



Medium 04



Large 01



Large 02



Large 03



Large 04

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SPECIALTY PLANT RENTALS

\$55



2-3 ft. ZZ

\$95



2-3 ft. Globe Eugenia

\$95



2-3 ft. Square Eugenia

\$95



6 ft. Bird of Paradise

\$145



4-5 ft. Cone Eugenia

\$145



6 ft. Single Ball Eugenia

\$195



6 ft. Cone Eugenia

\$195



6 ft. Spiral Eugenia

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CUSTOM PLANTER RENTALS

\$145



20" x 20" x 37"
Tall Black Modern Planter

\$145



20" x 20" x 37"
Tall Charcoal Modern Planter

\$145



20" x 20" x 37"
Tall White Modern Planter

\$85



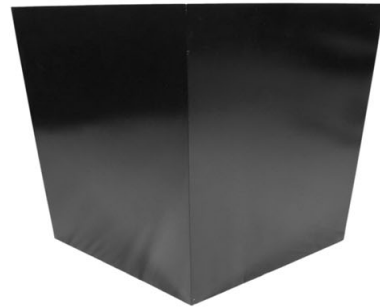
20" x 20"
Cube Planter
(Paintable)

\$250



48" x 18" x 24"
Large Rectangular Planter
(Paintable)

\$275



36" x 36"
Large Square Planter

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Exhibitor Liability Insurance Program

As a standard requirement for all of our show exhibitors, it is necessary for you to carry general liability coverage from an insurance company in good standing with minimum policy limits of \$1,000,000 per occurrence and \$2,000,000 aggregate. Insurance Coverage is not optional.

This insurance must be in force during the lease dates of the event, April 13-17, 2020, naming Wisconsin Cheese Makers Association (5117 West Terrace Drive, Suite 402 Madison, WI 53718) as the certificate holder. The following must be listed as additional insured: Wisconsin Cheese Makers Association, Wisconsin Center and GES.

Program Benefits:

- Coverage for exhibitors who do not have an existing insurance policy
- Coverage for international exhibitors whose liability insurance does not cover them at a U.S. show
- If there is a claim, it will not tarnish your corporate policy and rates
- No deductible

Purchase Your Insurance Now!

Simply purchase your insurance, which is already pre-filled with all of the proper show information, directly online using a credit card.

Click the link below to Purchase your Liability Insurance for just \$84:

<https://securevendorinsurance.com/RainprotectionGroupVendor/ApplicantInformation?GroupEventKey=7a46a4d510c6>

NON USA EXHIBITORS

When filling in your company information it will ask for a phone number and address.
Please use the following: Address - 400 W Wisconsin Ave, Milwaukee, WI 53203
Rainprotection Phone Number - (800) 528-7975

Already have coverage? Please submit your proof of insurance to: cpeirick@wischeesemakers.org.

Are you worried about lost, stolen, or damaged merchandise?

We also offer Equipment/Merchandise/Display Insurance

All exhibitors are strongly urged to obtain full-coverage temporary insurance for their merchandise and displays while in transit and while at the exposition.

Please complete and return the Enrollment Form below:

[Click Here for the Instant Equipment Insurance Enrollment Form](#)

CheeseExpo
Wisconsin Center
April 15 - 16, 2020

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