

AADE12 Annual Meeting & Exhibition

Indiana Convention Center, Halls A-E

August 1 - 3, 2012

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Need Assistance?

Toll Free: 800.475.2098 | Tel: 702.515.5970 | www.ges.com/chat



AADE12 Annual Meeting & Exhibition

Indiana Convention Center, Halls A-E

August 1 - 3, 2012

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Show Organizer Information and Forms



Dear Exhibitor:

Thank you for participating in the AADE12 Annual Meeting & Exposition. AADE is excited to have you be a part of our show. The meeting will take place at the Indiana Convention Center, August 1- 4th, with exhibits open August 1 - 3rd. For your convenience we have completed a comprehensive Exhibitor Service Manual that contains everything needed to have successful show. Show Management has lined up a team of industry professionals to make your exhibit experience a smooth process. Please review this information carefully. It will save you TIME and MONEY!

To access AADE12 related information or to download order forms, click on any of the menu items in the left-hand margin, or click on the [Table of Contents](#) to link to any page in the online manual. Embedded links throughout the kit will take you to referenced pages as well as to housing, registration and other task-oriented sites.

This year's theme is the "Power of Partnership". AADE recognizes the significant importance of our industry partners and is working hard to make AADE12 a huge success. Below is a quick overview of some of AADE's key initiatives to partner with exhibitors.

What AADE's Doing to Help?

- More consecutive unopposed hours enabling exhibitors quality interaction with AADE Attendees
- Strategically assigned breakout rooms and general session close to the exhibit hall
- Engaging content on show floor including: Culinary Demo, Improved Emerging Technology Pavilion, Poster Presentations and Product Theaters
- New and Improved Passport Program - introducing daily prize drawings in the hall
- Welcome Reception & Poster Presentations hosted on show floor
- New! Webinar for First Time Exhibitors
- Easy one stop registration and housing process

Please contact or email us if you have any questions or need further assistance. Please [<<click here>>](#) for list of vendors and contact information. Thank you again for your participation and we look forward to seeing you in Indianapolis!

Sincerely,

Janet L. Cavanaugh
Meeting Services Manager
American Association of Diabetes Educators
T: 312-601-4816
Email: Jcavanaugh@aadenet.org

AADE12

POWER OF PARTNERSHIP

ANNUAL MEETING & EXHIBITION INDIANAPOLIS, IN : AUG. 1-4, 2012

Four Ways to Book



www.diabeteseducator.org



aadehousing@cmrus.com



(866) 999-3094 US Toll-free
(415)268-2094 International



(415) 216-2550 Fax

1 Contact Information

Hotel confirmations should be sent to:

Name: _____

Company: _____

Address: _____

City: _____ State: _____

Zip/Postal Code: _____ Country: _____

Phone: _____ Fax: _____

Email: _____

2 Category

Attendee Exhibitor

3 Hotels

Reservations are by request and will be processed on a first-come, first-served basis. Enter your hotel choices in order or preference.

1. _____ Rewards Number _____
2. _____ Rewards Number _____
3. _____ Rewards Number _____
4. _____ Rewards Number _____

In cases where hotel choices cannot be accommodated, please assign based on:

Room Rate Hotel Location Hotel Quality

4 Room Requirements

Please indicate the number of rooms and/or suites required per night.

	Tue 7/31	Wed 8/1	Thu 8/2	Fri 8/3	Sat 8/4	Sun 8/5	Mon 8/6
Rooms							
Suite							
Total							

**You will be contacted by an AADE Housing Consultant to discuss your suite requirements.

5 Payment Information

Payment Guarantee: Reservations will not be processed without credit card (hotel will charge first night's room and tax after **July 9, 2012**) or check deposit of one night's room and tax per room. Make checks payable to Convention Management Resources, Inc. and mail to: **AADE Housing, 33 New Montgomery, Suite 1100, San Francisco, CA 94105.** Checks must arrive no later than **June 18, 2012.**

Check # _____ MasterCard Discover
 Visa American Express Diner's Club

Credit Card Number: _____

Exp. Mo./Yr.: _____

Cardholder's Name: _____

Cardholder's Signature: _____

Official Hotels and Rates

Advantages to Booking with AADE Official Housing:

- Lowest available room rates for the dates of annual meeting.
- Onsite support from AADE Housing Team.
- Changes and cancellations without penalties up to 72 hours prior to arrival.

Hotel Name	Rate
JW Marriott Indianapolis (co-Headquarter Hotels) 10 South West Street	\$185
Indianapolis Marriott Downtown (co-Headquarter Hotels) 350 West Maryland Street	\$172
Courtyard by Marriott Downtown 601 West Washington Street	\$159
Crowne Plaza at Historic Union Station 123 West Louisiana Street	\$159
Embassy Suites Indianapolis Downtown 110 West Washington Street	\$179
Fairfield Inn & Suites Downtown 501 West Washington Street	\$139
Hyatt Regency Indianapolis 1 South Capitol Avenue	\$170
SpringHill Suites Downtown 601 West Washington Street	\$149
Westin Indianapolis 50 South Capitol Avenue	\$172

***Rates quoted are for single/double occupancy. Additional charge per person per night varies. Rates do not include occupancy tax or 17%, plus applicable surcharges, subject to change.*

Conference Sponsorships

A wide range of sponsorship opportunities are available at AADE12. These sponsorship opportunities help to increase your name recognition and presences throughout the event. For more information contact Jackie Bellan, Meeting Planner, at jbellan@aadenet.org or (312) 601-4876.

Welcome Reception

The Welcome Reception takes place on Wednesday night in the exhibition hall and affords sponsors the opportunity to make a great impression and welcome thousands of attendees.

Target Audience

- All AADE12 Attendees

Investment (multiple sponsorships available)

- \$50,000

Deadline

- March 1, 2012

Benefits

- Logo prominently displayed on-site and in event venue
- Logo and sponsor listing in conference publications
- Logo and sponsor listing on invitation that is distributed in registration bag
- Logo on AADE12 web site with hyperlink to your home page
- Logo recognition during the opening general session
- Investment to be applied to AADE support recognition level

Attendee Registration Tote Bag

Place your message front and center on the Annual Meeting & Exhibition attendee registration tote bags. These bags are extremely popular with attendees, who use them at the conference and long after. Every attendee receives this key sponsorship item with your company logo prominently displayed.

Target Audience

- All AADE12 Attendees

Investment

- \$45,000

Deadline

- March 1, 2012

Benefits

- Company logo placed on the tote bag
- 50 complimentary tote bags
- Logo and sponsor listing in conference meeting guide
- Logo on AADE12 web site with hyperlink to your home page
- Logo recognition at registration area where bags are distributed
- Logo recognition during the opening general session
- Production costs included
- Investment to be applied to AADE support recognition level



Attendee Badge Holders

Your logo will be continuously seen on every attendee – in the corridors, meeting rooms and exhibit hall. Badge holders have zippered pockets, convenient for carrying business cards, pens and your hotel room key – an ideal item for high logo visibility.

Target Audience

- All AADE12 Attendees

Investment

- \$21,000

Deadline

- March 1, 2012



Benefits

- Company logo placed on the badge holder
- 30 complimentary badge holders
- Logo and sponsor listing in conference meeting guide
- Logo on AADE12 web site with hyperlink to your home page
- Logo recognition at registration area where badges are distributed
- Logo recognition during the opening general session
- Production costs included
- Investment to be applied to AADE support recognition level

Attendee Shuttle Service*

Attendees enjoy the cool, cushioned comfort of these deluxe motor coach buses as they travel to and from the airport and the AADE official hotels. One-way estimated ride time: 25 minutes.

Target Audience

- All AADE12 Attendees

Investment

- \$90,000 Full Sponsorship

Deadline

- March 1, 2012

Benefits

- Logo prominently displayed on-site and in shuttle pick-up areas
- Logo and sponsor listing in conference publications
- Logo on AADE12 web site with hyperlink to your home page
- Logo recognition during the opening general session
- Investment to be applied to AADE support recognition level

Attendees enjoy the cool, cushioned comfort of these mini coach buses as they travel to and from the official AADE hotels and the Indianapolis Convention Center. One-way estimated ride time: 10 minutes.

Target Audience

- All AADE12 Attendees

Investment

- \$30,000 Full Sponsorship

Deadline

- March 1, 2012

Benefits

- Logo prominently displayed on-site in the shuttle pick-up and drop-off areas
- Logo and sponsor listing in conference publications
- Logo on AADE12 web site with hyperlink to your home page
- Logo recognition during the opening general session
- Investment to be applied to AADE support recognition level

*Additional marketing opportunities (i.e. branded head rests and custom designed exterior panels) can be added. Additional charges will apply.

Sponsorship Events

AADE saves prime slots in its evening agenda for sponsor events that can include any audience of your choosing or specific topics of interest. These networking events are the perfect opportunity to reach your targeted audience.

Target Audience

- Target audience based on demographic or your choosing

Investment (multiple sponsorships available)

- \$10,000

Deadline

- June 1, 2012

Benefits

- Sponsor to identify specific audience or open to all AADE12 attendees
- AADE to promote event to attendees
- Logo and sponsor listing in conference meeting guide
- Logo and sponsor listing in conference publications
- Event listing on AADE12 web site
- Logo recognition during the opening general session
- Event advertisement in the opening general session
- Investment to be applied to AADE support recognition level

Exhibition Hall Opportunities

There are many low-cost, high-yield opportunities available to AADE exhibitors to maximize your exposure and drive traffic to your booth during AADE12. For more information contact Janet Cavanaugh, Meeting Services Manager, at jcavanaugh@aadenet.org or (312) 601-4816.

Passport Sponsorship

Promote booth traffic by participating in the AADE Passport Sponsorship. All attendees are provided game cards in the registration bag requiring them to visit your booth to receive a stamp on their passport. Attendees who collect all stamps are able to submit their game card for prizes.

Target Audience

- All AADE12 Attendees

Investment (multiple sponsorships available)

- \$7,000

Deadline

- June 1, 2012

Benefit

- **NEW!** All participating companies will receive a list of AADE12 attendees the participate in the program
- Program featured in conference publications listing sponsors and logos (if received by deadline)
- Logo and sponsor listing on Player's Card that is distributed in registration bag
- Logo on AADE12 web site (with hyperlink to your home page)
- Passport participants highlighted on the 'You Are Here Board' in the front of the Exhibit Hall
- Logo recognition during the general sessions
- Kiosk with sponsor logo provided in booth
- Investment to be applied to AADE support recognition level



Culinary Demonstration

AADE12 Exhibitors have the opportunity to present to a captive audience on healthy food and cooking techniques during daily unopposed exhibit hall hours. Reserve a space in the Culinary Demonstration Booth and use your thirty minute time slot to have your own employees speak on healthy cooking or present a cooking demonstration. You can even opt to hire a professional chef, celebrity expert, cook book author, etc. to increase awareness and traffic.

Target Audience

- All AADE12 Attendees

Investment (multiple sponsorships available)

- \$3,500

Deadline

- June 1, 2012



Benefits

- **NEW!** All participating companies will receive a list of AADE12 attendees that attend the Culinary Demonstration.
- Logo prominently displayed on-site and in event venue
- Program featured in conference publications listing sponsors and logos (*if received by deadline*)
- Logo on AADE12 web site
- Logo recognition during the opening general session
- Event advertisement in the opening general session
- Investment to be applied to AADE support recognition level

AADE Foundation Opportunities

The AADE Education and Research Foundation generates financial resources to fund grants and scholarships which support a variety of research and educational opportunities for AADE members. For more information on Foundation opportunities, contact Laura Roth Konopken, Director of Development, AADE Foundation, (312) 601-4863, lkonopken@aadenet.org.

AADE Foundation Reception

The AADE Education and Research Foundation will host a reception honoring Foundation donors, scholarship recipients and AADE award winners. A portion of the Sponsorship is tax-deductible.

Target Audience

- AADE Foundation donors, sponsors, scholarship and award winners, volunteers, AADE leadership

Investment

- \$25,000

Deadline

- April 1, 2012

Benefits

- Logo prominently displayed on-site and in event venue
- Logo and sponsor listing in Foundation print materials and signage including registration bag flyer (*if received by deadline*)
- Logo and sponsor listing on event invitation
- Access to invited guests: Corporate Supporters, AADE Foundation Trustees, AADE Board of Directors, AADE Foundation donors, Award and Scholarship winners
- Logo recognition during the opening general session
- Event advertisement in the opening general session
- Investment to be applied to AADE support recognition level

AADE Foundation Booth Traffic Promotion

Promote the AADE Foundation in your booth and the foundation will help drive traffic to your booth. In the past the AADE Foundation has partnered with companies who make a donation for each person that swipes their badge at the booth. The Foundation will work to customize the sponsorship. A portion of the Sponsorship is tax-deductible.

Target Audience

- All AADE12 Attendees

Investment (multiple sponsorships available)

- \$5,000-\$20,000

Deadline

- June 1, 2012

Benefits

- Logo on AADE12 web site (with hyperlink to your home page)
- Logo and sponsor listing in Foundation print materials and signage including registration bag flyer (*if received by deadline*)
- Signage in exhibitor's booth showing support
- Logo and sponsor name in the Foundation booth (located in the Silent Auction)
- Recognition in Foundation Annual Report and web page
- Invitation to the Foundation Reception
- Investment to be applied to AADE support recognition level

Mind, Body, Spirit Activities

Activities include, at minimum, three yoga sessions scheduled in the early morning and late afternoon. A portion of the Sponsorship is tax-deductible.

Target Audience

- All AADE12 Attendees

Investment

- \$15,000

Deadline

- June 1, 2012

Benefits

- Logo on yoga mat bag
- Logo prominently displayed on-site and in event venue
- Logo and sponsor listing in Foundation print materials and signage including registration bag flyer (*if received by deadline*)
- Recognition in Foundation Annual Report and web page
- Sponsor table in the event room, staff may greet attendees and assist in distributing yoga mats
- Invitation to the Foundation Reception



Silent Auction

The AADE Foundation Silent Auction is an annual tradition, generating friendly competition while supporting AADE Foundation Scholarship Program. The Silent Auction is always located in a very high-traffic and visible area, typically near the general session room and/or exhibit hall, allowing attendees stop by the auction area frequently throughout the annual meeting to bid on donated items. The 2011 auction generated over \$14,000 all of which went directly to the AADE Foundation Scholarship Program.

A donation to the Silent Auction is another opportunity to have your product displayed outside of the Exhibit Hall! It is easy to participate - simply contact Laura Roth Konopken, Director of Development directly at lkonopken@aadenet.org or (312) 601-4863, for a donor form - so we have the necessary information about your donation and to reserve display space in the auction.

Target Audience

- All AADE12 Attendees

Deadline

- July 13, 2012

Benefits

- Auction donors listed in Auction Catalog and display signage
- Recognition in Foundation Annual Report and web page
- Logo and sponsor listing in Foundation print materials and signage including registration bag flyer (*if received by deadline*)
- Auction donations are tax-deductible



THE POWER OF TARGETED ADVERTISING

AADE12 ANNUAL MEETING & EXHIBITION
INDIANAPOLIS, IN : AUGUST 1-4, 2012

These official AADE Annual Meeting & Exhibition publications will increase your reach by connecting your company with key diabetes educators, nurses, dietitians, pharmacists, physicians, and other multidisciplinary diabetes healthcare professionals.

	PRODUCT	DISTRIBUTION	CONTENT	DEADLINES
PRINT	Early Registration Brochure and Program Preview 	As an exclusive supporter of these two publications, you are the first to deliver your message to 40,000 AADE members and potential attendees.	The first publications that inform AADE members about the upcoming annual meeting, they provide potential attendees with an overview of events, educational sessions and exhibit information.	Early Registration Brochure Space reservation due/payment due: Nov. 30, 2011 Materials due: Dec. 14, 2011 Program Preview Space reservation/payment due: Nov. 30, 2011 Materials due: March 8, 2012
	AADE Preview newspaper 	Mailed in mid-June to 15,000 AADE members and potential attendees as they make plans to attend the annual meeting	Up-to-date meeting information, key sessions, schedules for Corporate Symposia and Product Theatres, Indianapolis city guide, AADE news	Space reservation/payment due: May 3, 2012 Materials due: May 10, 2012
	AADE Daily newspaper 	Reach more than 3,500 attendees via handout personnel and newspaper racks throughout the convention center. Additional distribution via the Educator's Bag delivered to select hotels.	Printed live and distributed each morning of the meeting, the newspaper provides attendees with the latest meeting news, updated schedules and membership information.	Space reservation/payment due: June 1, 2012 Materials due: June 8, 2012
	AADE Onsite Meeting Guide 	Distributed at registration to more than 3,500 attendees	Features comprehensive exhibitor listings, floor plans, special events, educational programming and more	Space reservation/payment due: May 30, 2012 Materials due: June 6, 2012
	AADE City Guide 	Inserted in more than 3,500 Educator's Bags distributed on Aug. 1	This publication offers comprehensive dining, entertainment and transportation information about Indianapolis.	Space reservation/payment due: June 1, 2012 Materials due: June 8, 2012
	AADE Post newspaper 	Mailed three weeks after the meeting to 10,000 attendees and members	The Post newspaper provides highlights from the AADE meeting	Space reservation/payment due: July 11, 2012 Materials due: July 25, 2012
HOTEL ROOM DELIVERIES	AADE Educator's Bag 	Delivered directly to more than 3,500 attendee hotel rooms at select hotels the mornings of Aug. 1 and 2	Promotional items and educational brochures	Space reservation/prototype/payment due: June 14, 2011 Materials due: June 28, 2011
	AADE Educator's Bag Premium 	Delivered directly to more than 3,500 attendee hotel rooms at select hotels the mornings of Aug. 1 and 2	Your logo and message is inserted into a clear pocket on one side of the bag.	Space reservation/prototype/payment due: June 11, 2012 Materials due: July 25, 2012
DIGITAL	Event365 landing page 	Connects members, exhibitors and other related professionals year-round	Houses registration and meeting information, Program Schedule Planner, news stories, city and housing information and more	Ongoing deadlines
	AADE ePreview 	Launched in mid-April and mid-June to more than 35,000 nurses, dieticians and pharmacists	Generates registration, showcases meeting value, links to event-planning resources on AADE's website and Event365 landing page	Mid-April eBlast Space reservation/payment due: March 29, 2012 Materials due: April 5, 2012 Mid-June eBlast Space reservation/payment due: May 18, 2012 Materials due: May 25, 2012
	AADE eDaily 	Launched during the meeting to the entire AADE database of more than 35,000 nurses, dieticians and pharmacists	Event coverage, industry news and links to meeting information and Event365 landing page	Space reservation/payment due: July 11, 2012 Materials due: July 18, 2012
	AADE ePost 	Launched after the meeting to more than 35,000 nurses, dieticians and pharmacists	Event highlights	Space reservation/payment due: July 19, 2012 Materials due: July 26, 2012
	Online Exhibitor Directory 	Live throughout the year, the Exhibitor Directory connects your company and new products with decision-makers.	Lets decision-makers research companies, products and services easily using powerful search capabilities.	Ongoing deadlines
TECHNOLOGY	AADE Mobile App 	Supports all smartphones and connects conference attendees to the meeting at all times	This app provides complete educational sessions schedules; up-to-the-minute exhibitor information, including listings and product categories; displays daily educational and meeting highlights; and delivers integrated map functionality.	Space reservation/payment due: June 15, 2012 Materials due: June 22, 2012
	AADE Texting Sponsorship Program 	Five messages will reach an opt-in list of attendees each day of the meeting.	Text messages may promote breaking news or special events	Space reservation/payment due: July 5, 2012 Materials due: July 18, 2012
	AADE Social Media 	Your message will be delivered via AADE's Facebook, Twitter and LinkedIn sites	You receive two messages per day, each limited to 140 characters	Space reservation/payment due: July 5, 2012 Materials due: July 18, 2012

SIGNAGE AND MESSAGING



Contact Maureen Mauer today at 913-780-6633 or mmauer@ascendintegratedmedia.com to reserve your preferred placement.

PRINT

Dear Exhibitor,

Our media partner, Ascend Integrated Media is producing and delivering a number of exciting and informational products to serve attendees at the AADE12 Annual Meeting & Exhibition this August in Indianapolis, IN.

Each of these products will help you maximize your exposure and increase your visibility to this influential group during the meeting. These products are designed to highlight and showcase your brand's products or services, build traffic to your booth and help prepare decision-makers for your company's message in face-to-face discussions.

You will find detailed information to assist you in planning your attendee outreach. To reserve your opportunity or to obtain additional details, contact Maureen Maurer at 913-780-6633 or mmaurer@ascendintegratedmedia.com.

Thank you for your support of the AADE Annual Meeting & Exhibition. We look forward to seeing you in Indianapolis.

Sincerely,

Laura Downes
 Laura Downes, CAE
 Chief Operating Officer

AADE Preview newspaper

Audience and distribution

Mailed in mid-June to 15,000 AADE members and potential attendees as they make plans to attend the annual meeting

Content

Includes the most up-to-date meeting information, promotion of key sessions, information and schedules for Corporate Symposia and Product Theatres, Indianapolis city guide and other AADE news



Advertising information

Size	Dimensions (width x height)	B&W (PI space)	Four-color
------	--------------------------------	-------------------	------------

Premium options

Back Cover	10-1/4" x 14"		\$13,750
Inside Front Cover	10-1/4" x 14"		\$10,990
Inside Back Cover	10-1/4" x 14"		\$10,990
Front Page Banner	7-5/8" x 2"		\$13,195

Standard options

Full Page	10-1/4" x 14"	\$6,930	\$9,150
Junior Page	7-1/2" x 10"	\$4,750	\$6,980
1/2 Page	10-1/4" x 7" or 5" x 14"		\$6,140
1/4 Page	5" x 7"		\$3,650

Deadlines

Space reservation/
 payment due:
 May 3, 2012
 Materials due:
 May 10, 2012

Publication dates

The Annual Meeting and Corporate Symposia Preview will mail in early June 2012.

Program Highlights Brochures

Audience and distribution

These two publications ensure you are the first to deliver your message to 40,000 AADE members and potential attendees.

Content

These are the first publications that inform AADE members about the upcoming annual meeting.

The First Edition features a first look at general sessions topics, what's new at the meeting, hotel information and a schedule at-a-glance.

The Second Edition presents an updated schedule at-a-glance, registration information, a list of speakers by track and details about education opportunities, exhibit hall information and one-line listings of exhibitors.

\$27,000 each

Advertiser receives Inside Front Cover or Inside Back Cover.

Publication dates

The First Edition mails to 40,000 AADE members and potential attendees in February 2012.

The Second Edition mails to 40,000 AADE members and potential attendees in April 2012.



Program Second Edition

Space reservation/
 payment due:
 Feb. 22, 2011

Materials due:
 March 22, 2012

All rates are net. Cancellations are nonrefundable.

Preferred placement provides powerful results

Cover Positions

Back Cover, Inside Front Cover, Inside Back Cover

Front Page Banner Ad

Banner Ad is placed at the bottom of the front page of the Annual Meeting and Corporate Symposia Preview. Includes full-page ad.

PRINT

91% of AAE 2011 attendees rated the Daily newspaper as **excellent, very good or good**. 95% gave similar ratings to the Meeting Guide. Your message in these platforms reaches an engaged audience!

AADE Daily newspaper



Deadlines

Space reservation/
payment due:
June 1, 2012
Materials due:
June 8, 2012

Audience and distribution

Reach more than 3,500 attendees via handout personnel and newspaper racks at key locations throughout the convention center. The newspaper gets additional distribution via the Educator's Bag delivered to select hotels.

Content

Printed live and distributed each morning of the meeting, the newspaper provides attendees with the latest meeting news, updated schedules and membership information.

Publication dates

Aug. 1, 2, 3 and 4, 2012

Boost visibility with premium placement

Cover Positions

Back Cover, Inside Front Cover, Inside Back Cover

Distribution Rack Premium

Your company logo and/or product photo goes on official daily distribution racks.

- Five racks placed throughout the convention center
- Includes full-page ad in the daily

Official Daily Cover Flap

- Cover flap stitches to the official daily and wraps around the cover.
- Advertiser to supply cover flap.

Map Premium

Premium includes:

- Full-page color ad adjacent to the floor map page
- Banner ad on the exhibit hall floor page
- Booth highlighted on the map

Front Page Banner Ad

Banner ad is placed at the bottom of the front page of official daily.

Get maximum visibility on any budget

Products & Services Showcase Ad*

Offer attendees a quick visual reference to the hottest products and services at the meeting.

You supply:

- Color photo
- 50-word description
- Contact information

*Includes typesetting and one proof. Publisher reserves the right to edit descriptions for space and content.



DISTRIBUTION RACK

Advertising information

Rates include insertion in four issues.

Size	Dimensions (width x height)	B&W (PI space)	Four-color
Premium options			
Back Cover	10-1/4" x 14"		\$18,475
Inside Front Cover	10-1/4" x 14"		\$15,090
Inside Back Cover	10-1/4" x 14"		\$15,090
Distribution Rack			\$20,000
Cover Flap			\$10,290
Map Premium			\$21,345
Front Page Banner Ad	10-1/4" x 2"		\$10,335
Standard options			
Full Page	10-1/4" x 14"	\$8,540	\$10,700
Junior Page	7-1/2" x 10"	\$7,970	\$10,140
1/2 Page	10-1/4" x 7" or 5" x 14"		\$9,255
1/4 Page	5" x 7"		\$5,905
Products and Services Showcase	2-3/8" x 3-1/8"		\$600

AADE Post Newspaper

Audience and distribution

Mailed three weeks after the meeting to 10,000 attendees and members

Content

The Post newspaper provides highlights from the AAE meeting

Publication dates

Post Edition mails in late August 2012

Deadlines

Space reservation/
payment due:
July 11, 2012
Materials due:
July 25, 2012



Advertising information

Size	Dimensions (width x height)	B&W (PI space)	Four-color
Premium options			
Back Cover	10-1/4" x 14"		\$12,605
Inside Front Cover	10-1/4" x 14"		\$10,085
Inside Back Cover	10-1/4" x 14"		\$10,085
Front Page Banner	7-5/8" x 2"		\$11,765
Standard options			
Full Page	10-1/4" x 14"	\$6,285	\$8,405
Junior Page	7-1/2" x 10"	\$4,405	\$6,525
1/2 Page	10-1/4" x 7" or 5" x 14"		\$5,080
1/4 Page	5" x 7"		\$3,850

AADE Onsite Meeting Guide

Audience and distribution

Delivered at registration to more than 3,500 attendees

Content

Features comprehensive exhibitor listings, exhibit hall and convention center floor plans, special events, educational programming and more

Deadlines

Space reservation/
payment due:
May 30, 2012
Materials due:
June 6, 2012

Advertising information

Size	Dimensions (width x height)	B&W (PI space)	Four-color
Premium options			
Back Cover			\$11,895
Inside Front Cover			\$9,050
Inside Back Cover			\$9,050
Belly Band			\$11,425
Tabbed Divider (one side)			\$9,250
Across from Welcome Letter			\$8,770
Across from Table of Contents			\$8,770
Standard options			
Full Page		\$5,665	\$7,305
Bleed	8-5/8" x 11-1/8"		
Trim	8-3/8" x 10-7/8"		
Safety/live area	7-3/8" x 10-3/8"		
Non-bleed ad	7" x 10"		
2/3 Page	4-5/8" x 10"	\$4,400	\$6,090
1/2 Page	7" x 5"		\$5,875
1/3 Page	2-1/4" x 10"	\$2,980	\$5,165
1/4 Page	3-1/2" x 5"		\$3,205
Products and Services Showcase	2-1/4" x 5"		\$1,461
Highlighted Listing with Logo	1-5/8" x 1"		\$450



Premium placement commands attention

Official Guide Belly Band

Vertical belly band wraps around the official guide. Advertiser to supply Belly Band.

Cover Positions

Back Cover, Inside Front Cover, Inside Back Cover

Across from Welcome Letter

Faces the welcome letter

Across from Table of Contents

Faces the TOC

Tabbed Divider

Tab pages allow attendees to quickly identify and reference key information within the guide.

- Display ad on heavy card stock
- Advertiser chooses the front or back of a specific tab: *Convention Center Floor Plans, Exhibits, Educational Sessions*

Contact your sales representative to ask how to expand your campaign at the AADE Annual Meeting and save!

Increase visibility with a traffic-driving ad package — \$475

Maximize exposure by reaching attendees through all channels: print, digital and mobile. The **Traffic Builder Package** includes:

- Highlighted listing in the *Onsite Meeting Guide*
- Highlighted listing in the Online Exhibitor Directory
- Mobile showroom listing in the mobile app

A value of \$949 for just \$475.

All rates are net. Cancellations are nonrefundable.

Contact Maureen Mauer today at 913-780-6633 or mmauer@ascendintegratedmedia.com to reserve your preferred placement.

PRINT

Pre-Meeting Mailer

Audience and distribution

Mails early July to about 4,000 pre-registered and potential attendees

Content

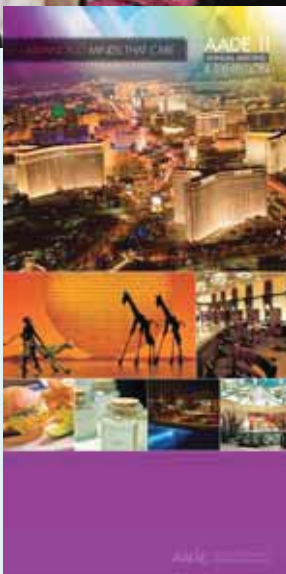
Includes event invitations, booth materials, corporate and product messages

\$3,150 per insert

Deadlines

Space reservation/
payment due:
May 21, 2012
Materials due:
June 4, 2012

Note: Opportunity is limited to 15 advertisers. Insert size limit is 8-1/2" x 11", cannot exceed 1-oz. each and are subject to AADE approval. Must have a minimum of seven inserts to offer this mailer.



AADE City Guide

Audience and distribution

Inserted in more than 3,500 Educator's Bags distributed on Aug. 1

Content

This publication offers comprehensive dining, entertainment and transportation information about Indianapolis.

Advertising rate

Exclusive supporter: \$28,000
Includes Inside Front Cover, Inside Back Cover,
Back Cover and Front Cover recognition

Deadlines

Space reservation/
payment due:
June 1, 2012
Materials due:
June 8, 2012

All rates are net. Cancellations are nonrefundable.

HOTEL ROOM DELIVERIES

AADE Educator's Bag

Audience and distribution

Delivered directly to more than 3,500 attendee hotel rooms at select hotels the mornings of Aug. 1 and 2

Content

Promotional items and educational brochures

Insert deadlines

Space reservation/
prototype/payment
due: June 14, 2012
Materials due:
June 28, 2012

Insert information

DELIVERY DATES	Aug. 1 and 2, 2012
RATE	\$5,969 per insert, per day
QUANTITY*	3,500
INSERT SIZES	Maximum size is 8-1/2" x 11" Maximum weight is 2 oz.

Restrictions

Due to their weight and bulk, magazines, newspapers and other publications will not be permitted to be distributed through the bag. Prices are based on an average-sized paper insert. Bulk items will be assessed an additional fee based on weight and dimensions; please contact your sales representative for more information. A minimum of four inserts from any combination of advertisers must be reserved for the Educator's Bag to be delivered on a particular day. Ad materials subject to AADE approval. See mechanical specifications for more information.

**Educator's Bag circulation is based on projected attendance and room blocks at the time the rate card is printed.*



Advertise on the outside of the bag

Your logo and message is inserted into a clear pocket on one side of the bag.

\$12,000

Bag Premium deadlines

Space reservation/
prototype/payment
due: June 11, 2012
Materials due:
June 25, 2012

Contact Maureen Mauer today at 913-780-6633 or mmauer@ascendintegratedmedia.com to reserve your preferred placement.

UAL MEET

XHIBITI



DIGITAL

Event365 Landing Page Unprecedented access to diabetes educators

Event365 is the total event-landing page that connects AADE members, exhibitors and other related professionals year-round with the important information and resources.

Throughout the event cycle, the **ePreview**, **eDaily** and **ePost eBlasts** will be sent to the AADE member list. This integrated communication strategy will drive traffic to the event site before, during and after the meeting.

How your audience will see your ad

The event-cycle promotions strategy uses multiple channels to drive awareness and traffic, increasing event momentum and reaching a broader community:

- Multiple points within DiabetesEducator.org, print placements and dedicated eBlasts will drive traffic to the Event365, online Exhibitor Directory and Program Schedule Planner.
- Tracking URLs will measure promotion effectiveness.
- Analysis of those results and creative effectiveness will optimize the program.

Contact your sales representative for more audience development details.



RECTANGLE AD

FULL TOWER AD

eNEWSLETTER SAMPLE

Event365 landing page ad options

Leaderboard Ad

- Appears on landing page and key content pages
- Limited to three advertisers per six months*
- \$2,800** per six months

Full and Half Banner Ads

- Appear on landing page
- Limited to three advertisers per six months*
- Full: \$1,250** per six months
- Half: \$750** per six months

Content Page Tower Ad

- Appears on content pages
- Limited to three advertisers per six months*
- \$1,475** per six months



FULL BANNER AD



LEADERBOARD AD

EVENT365 LANDING PAGE SAMPLE

HALF BANNER AD

Increase visibility with a traffic-driving ad package

Maximize exposure by reaching attendees through all channels: print, digital and mobile. The **Traffic Builder Package** includes:

- Highlighted listing in the *Onsite Meeting Guide*
- Highlighted listing in the Online Exhibitor Directory
- Mobile showroom listing in the mobile app

A value of \$949 for just \$475.

Delivering results + real metrics

Banner and brand position metrics are delivered upon request.

Reports include:

- Site banners: site traffic, ad impressions, click-throughs
- eBlast advertising: delivery rate, open rate, click-throughs



ePreview, eDaily and ePost

Delivered to an opt-in email list of more than 50,000 from the AADE database, these eBlasts build your brand connections, drive traffic to the AADE Event365 landing page and extend your reach before, during and after the meeting.

ePreview	eDaily	ePost
Audience and distribution Launched in mid-April and early June to nurses, dietitians and pharmacists	Audience and distribution Launched during the meeting to the entire AADE database of members and attendees	Audience and distribution Launched after the meeting to the entire association database of members and attendees
Content Generates registration, showcases meeting value, links to event-planning resources on AADE's website	Content Event coverage, industry news and links to meeting information and Event365 landing page	Content Event highlights
Deadlines Mid-April Space reservation/payment due: March 29, 2012 Materials due: April 5, 2012 Mid-June Space reservation/payment due: May 18, 2012 Materials due: May 25, 2012	Deadlines Space reservation/payment due: July 11, 2012 Materials due: July 18, 2012	Deadlines Space reservation/payment due: July 19, 2012 Materials due: July 26, 2012
Launch dates Mid-April and mid-June 2012	Launch dates Aug. 1, 2, 3 and 4, 2012	Launch date Mid-August 2012
ePreview ad options ePreview ad options Exclusive Tower Ad <i>Limited to one advertiser</i> \$3,500 Rectangle Ad, 2nd or 3rd Positions <i>Limited to one advertiser each</i> \$1,750 each	eDaily ad options Exclusive Tower Ad <i>Limited to one advertiser</i> \$5,250 Rectangle Ad, 2nd or 3rd Positions <i>Limited to one advertiser each</i> \$2,650 each	ePost ad options Exclusive Tower Ad <i>Limited to one advertiser</i> \$3,500 Rectangle Ad, 2nd or 3rd Positions <i>Limited to one advertiser each</i> \$1,750 each

Online Exhibitor Directory

The exclusive Online Exhibitor Directory lets decision-makers research companies, products and services easily using powerful search capabilities.

Live throughout the year, the Online Exhibitor Directory connects your company and new products with key decision-makers. It allows you to fully manage your listing, expanding your brand and mapping to other marketing or product initiatives before, during and after the meeting.

Build your listing

Highlighted Listing with Logo

- Add a colored background and logo to your full listing
- Your listing shows up on the page immediately after buyers load the page
- This option shows all contact information without buyers having to click your name for a drop-down box.

\$250

Premier Category Position

- Your company will be the first attendees see when they search by a specific product category
- Includes Highlighted Listing with Logo

\$600

Listing enhancements

Marketing Materials

Perfect for press releases and show specials, brochures, PDFs and more.

Up to three postings at a time

\$1,200

Audio

Consider presentations, podcasts and discussion boards.

Up to three postings at a time

\$750

Video

Perfect for commercials, product demonstrations and roundtable discussions.

Up to three postings at a time

\$850

Photo Gallery

Present photos and brief 20-word descriptions of your best products-at-a-glance.

Up to 20 pictures at a time

\$1,100

Digital Flip Book

Just like turning the pages of a magazine, decision-makers can see all your product offerings.

Up to 10 pages

\$1,275

Contact your sales representative to ask how to expand your campaign at the AADE Annual Meeting and save!

Maureen Mauer • 913-780-6633
mmauer@ascendintegratedmedia.com

All rates are net. Cancellations are nonrefundable.



HIGHLIGHTED LISTING WITH LOGO



PREMIER CATEGORY DISPLAY
CONTENT TOWER AD



LISTING ENHANCEMENTS

Deadlines
 Space reservation/
 payment due:
 June 15, 2012
 Materials due:
 June 22, 2012



AADE Mobile

Reach attendees on the go with the AADE mobile app

The AADE mobile app provides banner ad opportunities, each optimized for the best presentation on every specific smartphone. Our comprehensive audience development plan makes multi-tiered recommendations via print, website and eBlast ads for encouraging downloads, driving mobile visibility and providing proof-of-performance metrics.

The Annual Meeting mobile app supports all smartphones and connects conference attendees to the meeting at all times. This app provides complete educational sessions schedules; up-to-the-minute exhibitor information, including listings and product categories; displays daily educational and meeting highlights; and delivers integrated map functionality.

Exclusive Supporter Banner Advertisement

Includes logo on splash screen and banner advertising on home page and all interior pages. Advertiser may supply up to three different ads.

\$40,000



Mobile Showroom Listing

Your basic listing in the AADE Mobile Exhibit Directory will put your company name directly into the hands of retailers, but the Mobile Showroom option will make your company **stand out**. Your basic listing includes:

- Company name
- Address
- Booth number
- Company description
- Web address

Customize your Mobile Showroom Listing with critical information about your company. Your Mobile Showroom Listing will be upgraded to include:

- Contact Information
- Highlighted listing
- One booth offer
- One new product
- Listing added to the Featured Exhibitor, Booth Offers and New Product sections

Cost: \$249

SOCIAL MEDIA

AADE texting sponsorship program puts your company in educators' hands

With mobile text advertising, you reach your target audience in a personal way — right on their mobile phones.

During the meeting, AADE will send out roughly five messages each day to an opt-in list of attendees daily. Your company may sponsor these text messages*, which could include a booth number, website link or other call-to-action. You may choose to sponsor by day or the entire event.

Launch dates

Aug. 1, 2, 3 and 4, 2012

\$2,000 for five text messages per day

**Text messages must be 35 characters or less. This 35-character limit includes spaces and punctuation.*



Deadlines
Space reservation/
payment due:
July 5, 2012
Materials due:
July 18, 2012

AADE Social Media

Audience and distribution

Your message will be delivered from Aug. 1 to 4, 2012, to AADE fans via the association's social media channels: Facebook, Twitter and LinkedIn

Content

Message is limited to 140 characters. Advertiser receives two messages per day. Maximum of two advertisers.

\$3,500

Note: Messages are subject to the approval of AADE.

Deadlines
Space reservation/
payment due:
July 5, 2012
Materials due:
July 18, 2012



Contact your sales representative to ask how to expand your campaign at the AADE Annual Meeting and save!

Contact Maureen Mauer today at 913-780-6633 or mmauer@ascendintegratedmedia.com to reserve your preferred placement.

SIGNAGE AND MESSAGING

Get maximum visibility with on-site signage

Escalator Glass Clings

Receive maximum exposure with your company or product signage on the escalator inlays.

Contact your medical media account manager for more details.

35" w x 21.5" h

Registration area: **\$30,000**

Crossroads area: **\$25,000**

Resource Center

Highlight your presence by sponsoring the Resource Center at the convention center, which serves as an Internet hotspot for attendees. The Resource Center provides attendees efficient and streamlined access to email, Internet, printers, important session evaluations and surveys for CE.

Exclusive supporter **\$30,000**

Includes recognition on desktop linking to company website and signage in Resource Center. Advertiser also has the option to supply mouse pads.



Convention Center Banners

Be the first to be seen as attendees walk into the convention center. Banners will be strategically placed, providing your company maximum exposure.

Contact your medical media account manager for more details.

10' w x 2' h

3 locations available in Crossroads hallway

Printed on two sides

\$20,000 each



All rates are net. Cancellations are nonrefundable.

Deadlines

Space reservation/
payment due:
June 15, 2012
Materials due:
June 29, 2012

Stair Runner

84.5"w x 6.25"h, covering 36 steps
Landing Pad: 7'w x 6'h
Registration area: **\$20,000**
Crossroads area: **\$20,000**

Light Boxes

38-1/8"w x 86-1/4"h - 1 Meter Light Box
Three positions available in the registration area

\$7,500 each or **all three for \$20,000**

Square Hanging Signs

3'w x 10'h, set of four single-sided banners
Two locations available:
• Lobby located to east of Wabash Ballroom
• Food Court Area

\$25,000 each

GEM Structure Signs

183"w x 120"h
Two locations available in Wabash West Hallway:
• Facing East
• Facing West

\$20,000 each or **\$30,000 for both**

Carpet Clings

4'w x 4'h
Four positions available as you enter the convention from the skywalks on level 2

\$10,000 each

Hotel Key Cards*

Quantity: 5,700
Distribution to all AADE official hotels

Exclusive supporter
\$23,000

* Advertiser is responsible for the printing and distribution costs of the key cards. Call for deadlines.



Airport Jetways

1'6"w x 1'3"h
28 total positions placed on the jetways at Indianapolis International airport.
Displayed on arrival dates July 31 and Aug 1.

Exclusive supporter
\$28,000

Need more information?

Contact Maureen Mauer today at 913-780-6633 or mmauer@ascendintegratedmedia.com to reserve your preferred placement.

ASCEND MEDIA ADVERTISING AGREEMENT

Subject to acceptance by Ascend Integrated Media
All advertising subject to AADE approval.

AADE12

AADE ANNUAL MEETING 2012

Please complete the following information:

Advertiser: _____

Agency (if applicable): _____

Billing Information: Agency Advertiser

Contact Name: _____

Billing Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

E-mail: _____

AADE Preview Newspaper #120960	AADE Onsite Meeting Guide #121333	AADE Event365 #122377
Back Cover _____ \$13,750 Inside Front Cover _____ \$10,990 Inside Back Cover _____ \$10,990 Front Page Banner Ad _____ \$13,195 Full Page _____ \$9,150 Full Page PI _____ \$6,930 Junior Page _____ \$6,980 Junior Page PI _____ \$4,750 1/2 Page _____ \$6,140 1/4 Page _____ \$3,650	Back Cover _____ \$11,895 Inside Front Cover _____ \$9,050 Inside Back Cover _____ \$9,050 Belly Band _____ \$11,425 Tabbed Divider (one side) _____ \$9,250 Across from Welcome Letter _____ \$8,770 Across from TOC _____ \$8,770 Full Page _____ \$7,305 Full Page PI _____ \$5,665 2/3 Page _____ \$6,090 2/3 Page PI _____ \$4,400 1/2 Page _____ \$5,875 1/3 Page _____ \$5,165 1/3 Page PI _____ \$2,980 1/4 Page _____ \$3,205 Products and Services Showcase _____ \$1,451 Highlighted Listing with Logo _____ \$450 Traffic Builder Package _____ \$475	Leaderboard Ad _____ \$2,800 Full Banner Ad _____ \$1,250 Half Banner Ad _____ \$750 Content Page Tower Ad _____ \$1,475 * per six months AADE Online Exhibitor Directory Highlighted Listing with Logo _____ \$250 Premier Category Position _____ \$600 Rich Media Enhancements Digital Flip Book _____ \$1,275 Marketing Materials _____ \$1,200 Photo Gallery _____ \$1,100 Video _____ \$850 Audio _____ \$750
AADE Early Registration Brochure and Program Preview #121332 Exclusive Opportunity _____ \$54,075	AADE City Guide #120694 Exclusive Opportunity _____ \$28,000	AADE ePreview #122374 eBlast Full Tower Ad _____ \$3,500 Rectangle Ad 1 _____ \$1,750 Rectangle Ad 2 _____ \$1,750
AADE Daily Newspaper #120691 Back Cover _____ \$18,475 Inside Front Cover _____ \$15,090 Inside Back Cover _____ \$15,090 Distribution Rack _____ \$20,000 Belly Band _____ \$10,290 Map Premium _____ \$21,345 Front Page Banner Ad _____ \$10,335 Full Page _____ \$10,700 Full Page PI _____ \$8,540 Junior Page _____ \$10,140 Junior Page PI _____ \$7,970 1/2 Page _____ \$9,255 1/4 Page _____ \$5,905 Products and Services Showcase _____ \$600	AADE Pre-Meeting Mailer #120745 Insert _____ \$3,150	AADE eDaily #122375 eBlast Full Tower Ad _____ \$5,250 Rectangle Ad 1 _____ \$2,650 Rectangle Ad 2 _____ \$2,650
AADE Post Newspaper #120700 Back Cover _____ \$12,605 Front Page Banner Ad _____ \$11,765 Inside Front Cover _____ \$10,085 Inside Back Cover _____ \$10,085 Full Page _____ \$8,405 Full Page PI _____ \$6,285 Junior Page _____ \$6,525 Junior Page PI _____ \$4,405 1/2 Page _____ \$5,080 1/4 Page _____ \$3,850	AADE Snack Bag #120746 Exclusive Opportunity 1,000 _____ \$8,000 Exclusive Opportunity 2,000 _____ \$9,250 Exclusive Opportunity 3,000 _____ \$10,250	AADE ePost #112376 eBlast Full Tower Ad _____ \$3,500 Rectangle Ad 1 _____ \$1,750 Rectangle Ad 2 _____ \$1,750
	AADE Educator's Bag #120692 Aug. 1 Educator's Bag Premium _____ \$12,000 Aug. 1 Educator's Bag Insert _____ \$5,969 per item Aug. 2 Educator's Bag Premium _____ \$12,000 Aug. 2 Educator's Bag Insert _____ \$5,969 per item	AADE Mobile #122379 Exclusive Supporter _____ \$40,000 Texting Program _____ \$2,000 per day Mobile App Showroom _____ \$249
		AADE Social Media #122379 Social Media _____ \$3,500

Please write your initials next to selected ad. Total Amount \$ _____

Terms

- Signing this agreement indicates firm space commitment in accordance with the corresponding rate card. A faxed, signed copy of this agreement is also binding.
- Advertising agency and/or client are liable should one or the other default. Cancellations are nonrefundable.
- All rates are net. Payment is due at space deadline. No agency or cash discounts are permitted. A minimum \$500 late fee will be charged for materials received after the materials deadline.
- Advertiser agrees that the publisher's liability (if any), due to omissions or errors in such advertising, shall in no event exceed the amount of charges for the listing or advertising which was omitted or in which the error occurred; liability shall be discharged by abatement of the charges or an advertising allowance commensurate with the error for the particular listing or advertising in which the omission or error occurred. No adjustments will be made to any free listing or advertisement.

Option to pay by credit card

VISA MasterCard American Express Discover Expiration Date _____

Card Number _____ Authorized Signature _____

I have read and agree to the terms as set forth on this document.

Authorized Advertiser/Agency Signature & Title _____

PO# (if necessary) _____

Please send insertion orders to: Maureen Mauer

Ascend Integrated Media LLC
7015 College Blvd., Ste 600
Overland Park, KS 66211
Fax 913-780-0088
mmauer@ascendintegratedmedia.com
www.ascendintegratedmedia.com

Please remit payments to:

Ascend Integrated Media LLC
P.O. Box 870939
Kansas City, MO
64187-0939



ASCEND MEDIA ADVERTISING AGREEMENT

Subject to acceptance by Ascend Integrated Media
All advertising subject to AADE approval.

AADE12

AADE ANNUAL MEETING 2012 SPONSORSHIPS

Please complete the following information:

Advertiser: _____ Agency (if applicable): _____
 Billing Information: Agency Advertiser Contact Name: _____
 Billing Address: _____ City, State, Zip: _____
 Phone: _____ Fax: _____ E-mail: _____

Escalator Glass Clings #123274	Square Hanging Signs #123274
Registration area _____ \$30,000	Exclusive Opportunity _____ \$25,000 each
Crossroads area _____ \$25,000	GEM Structure Signs #123274
Resource Center #123274	Exclusive Opportunity _____ \$20,000 each
Exclusive Opportunity _____ \$30,000	Exclusive Opportunity _____ \$30,000 for both
Convention Center Banners #123274	Carpet Clings #123274
Exclusive Opportunity _____ \$20,000 each	Exclusive Opportunity _____ \$10,000 each
Stair Runner #123274	Hotel Key Cards #123274
Registration area _____ \$20,000	Exclusive Opportunity _____ \$23,000
Crossroads area _____ \$20,000	Airport Jetways #123274
Light Boxes #123274	Exclusive Opportunity _____ \$28,000
Exclusive Opportunity _____ \$7,500 each	
Exclusive Opportunity _____ \$20,000 all three	

Please write your initials next to selected ad. **Total Amount \$** _____

Terms

- Signing this agreement indicates firm space commitment in accordance with the corresponding rate card. A faxed, signed copy of this agreement is also binding.
- Advertising agency and/or client are liable should one or the other default. **Cancellations are nonrefundable.**
- All rates are net. Payment is due at space deadline. No agency or cash discounts are permitted. A minimum \$500 late fee will be charged for materials received after the materials deadline.
- Advertiser agrees that the publisher's liability (if any), due to omissions or errors in such advertising, shall in no event exceed the amount of charges for the listing or advertising which was omitted or in which the error occurred; liability shall be discharged by abatement of the charges or an advertising allowance commensurate with the error for the particular listing or advertising in which the omission or error occurred. No adjustments will be made to any free listing or advertisement.

Option to pay by credit card

VISA MasterCard American Express Discover Expiration Date _____

Card Number _____ Authorized Signature _____

I have read and agree to the terms as set forth on this document.

Authorized Advertiser/Agency Signature & Title

PO# (if necessary)

Please send insertion orders to:

Maureen Mauer

Ascend Integrated Media LLC
7015 College Blvd., Ste 600
Overland Park, KS 66211
Fax 913-780-0088
mmauer@ascendintegratedmedia.com
www.ascendintegratedmedia.com

Please remit payments to:

Ascend Integrated Media LLC
P.O. Box 870939
Kansas City, MO
64187-0939



Contact Maureen Mauer today at 913-780-6633
or mmauer@ascendintegratedmedia.com to
reserve your preferred placement.

THE POWER OF MULTIMEDIA ADVERTISING

With these official print, digital, mobile, signage and hotel-delivery advertising opportunities, you can tap into the decision-making power of more than 3,500 nurses, dieticians and pharmacists as they gather in Indianapolis, IN for the AADE12 Annual Meeting & Exhibition.

AADE12 ANNUAL MEETING & EXHIBITION

INDIANAPOLIS, IN : AUGUST 1-4, 2012

POWER OF PARTNERSHIP

MEETING / SPECIAL EVENTS ROOM REQUEST GUIDELINES

AADE has outlined the following Meeting/Special Event Guidelines in order to aid exhibitors and approved partners as they plan their overall participation at AADE12. The following guidelines are designed to provide every attendee with the same positive experience and to ensure that AADE is consistent in its relationship with exhibitors and partners.

GENERAL GUIDELINES:

An exhibitor or approved partner may request permission to host a meeting or special event for non-CE programs, such as focus groups, receptions, rehearsal rooms, sales force training or debriefing, etc., at the AADE Annual Meeting & Exhibition. The AADE Meeting Services Department expedites the approval process and assists in finding a location that meets your event needs. **All space is reserved on a first-come, first-serve basis and availability is not guaranteed.**

- All Meetings / Special Events must be approved by AADE prior to execution.
- Exhibitors or approved partners wishing to host a meeting or special event must complete a Meeting Request Form or Special Event Agreement.
- Return completed forms to the AADE Meeting Services Department.
- Forms must have payment information completed before room can be assigned.

SCHEDULE:

The Schedule at a Glance outlines all official AADE12 events. AADE12 events are defined as scheduled CE sessions, exhibit floor hours, product theatres, corporate symposia, and official networking events. Meetings / Special Events may not conflict with AADE12 events.

If the intended audience is exhibitors only, and they are registered as "exhibitors", space may be requested Monday, July 30 – Saturday, August 4 from 6:00 am – 6:00 pm. Rehearsal space for Product Theatre and Corporate Symposia may also be requested during these times. *Room availability may be limited at these times due to official AADE Annual Meeting use.*

If the intended audience includes registered attendees, requests will only be approved at the following times:

<u>DATE</u>	<u>TIME</u>
Tuesday, July 31	6:00 am – 11:00 pm
Wednesday, August 1	6:00 am – 8:00 am and 7:00 pm – 11:00 pm
Thursday, August 2	6:00 pm – 11:00 pm
Friday, August 3	7:30 pm – 11:00 pm
Saturday, August 4	4:00 pm – 11:00 pm

SPECIAL NOTE FOR EXHIBITORS: A reduction in priority points or a monetary penalty will be assessed to exhibitors and approved partners who host events in conflict with these schedule guidelines.

INVITATION/REGISTRATION:

Exhibitors and approved partners are responsible for their own invitation and registration process. Invitations must be approved by AADE prior to sending. The Exhibitor Service Kit details how to purchase mailing labels for members and pre-registered participants. AADE does provide marketing assistance with sponsorship events and larger special events. This information is disclosed in the Special Event Agreement.

SIGNAGE:

Exhibitors may prepare **one** sign to be placed on an easel outside of the assigned space. Signs may not be affixed to the walls or to any facility equipment other than an easel, nor to any AADE signage. Signs may not exceed 28" wide x 44" high, or 30" wide by 40" high. Display of signs not within the above guidelines is subject to the discretion of the facility or hotel, and AADE. *A surcharge will be applied if the sponsor, at the completion of the meeting / special event, does not remove the sign. Please reference signage in Exhibitor Service Kit to order from GES/Show Decorator.*

AADE Meeting Services Department
200 W. Madison, Suite 800 Chicago, IL 60606
Questions can be directed to: Leah Johnson, Meeting Coordinator
Phone: (800) 338-3633 ext. 4817 Fax: (312) 601-4856 Email: ljohnson@aadenet.org

MEETING GUIDELINES:

Meetings are defined as 100pp or less. Anything larger will be considered a special event. **All space is reserved on a first-come, first-serve basis and availability is not guaranteed.**

Approval Process:

- Complete a Meeting Request Form (including payment information) for each meeting and return to Leah Johnson in the AADE Meeting Services Department (contact info listed below).
- A confirmation letter with your room assignment and contact information for catering and AV will be emailed to the contact listed on the Meeting Request Form.
- An exhibitor or approved partner is responsible for all costs incurred for AV, food service, lock changes or special set. All arrangements will be made directly with the assigned venue and appropriate vendors.
- AADE requests that you collect your materials and sign, leaving the room as clean as possible when finished. Room cleaning may not be completed prior to the next scheduled use.

Scheduling Fee:

The following non-fundable scheduling fee will be charged for each meeting room request.

Morning Meeting Session (6:00 am – 11:00 am)	\$600
Afternoon Meeting Session (12:00 pm – 5:00 pm)	\$600
All Day Meeting (6:00 am – 6:00 am following morning)	\$1,000

SPECIAL EVENT GUIDELINES:

Special Events are defined as 101pp or more. Special Events will be classified into two categories: small special events, and large special events. AADE provides additional services for large special events - see the Special Event Agreement for a list of these benefits. **All space is reserved on a first-come, first-serve basis and availability is not guaranteed.**

Approval Process:

- Complete a Special Event Agreement (including payment information) for each request and return to Leah Johnson in the AADE Meetings Services Department (contact info listed below).
- A confirmation letter with your room assignment and contact information for catering and AV will be emailed to the contact listed on the Special Event Agreement.
- Prior to print, a copy of the invitation and invite list must be sent to AADE for approval (if applicable).
- All arrangements will be made directly with the assigned venue.
- AADE requests that you collect your materials and signage at the end of the event.

Scheduling Fee:

The following non-refundable scheduling fee will be charged for each special event.

Small Special Events (101pp – 200pp)	\$5,000
Large Special Events (200pp +)	\$10,000

Questions:

These guidelines have been put in place to ensure AADE is consistent in its relationships with all exhibitors and partners at the AADE Annual Meeting and Exhibition. The goal is to ensure that AADE and partners meet AADE Educational Accreditation Standards while providing an enjoyable experience for all registered guests. If you have any questions please do not hesitate to contact Leah Johnson in the AADE Meeting Services Department

AADE Meeting Services Department
200 W. Madison, Suite 800 Chicago, IL 60606
Questions can be directed to: Leah Johnson, Meeting Coordinator
Phone: (800) 338-3633 ext. 4817 Fax: (312) 601-4856 Email: ljohnson@aadenet.org

Meeting Room Request Form

Function Name: _____

Purpose of Function: _____

Date: _____ **Start Time:** _____ AM/PM **End Time:** _____ AM/PM

Non-Refundable Schedule Fee: Refer to the Meeting / Special Events Guidelines for more information.

Morning (6am – 11am) = \$600 Afternoon (12noon – 5pm) = \$600 All Day = \$1,000

Anticipated # of Attendees: _____ **Intended Audience:** Registered Participants Registered Exhibitors
Is this function by invitation only: Yes No

Room Set*: Conference Rounds Classroom Theater Reception Other _____

Type of Function*: Breakfast Lunch Dinner Reception Meeting Only

*Selection above do not constitute an order. Catering, special set fee, AV, lock changes and labor are ordered, charged and paid separately.

Equipment*: LCD Projector Screen Easels (qty) _____ Flip Chart w/ Markers (qty) _____
 Internet Connection (qty) _____ Phone Line (qty) _____

Preferred Venue:

Indiana Convention Center JW Marriot Downtown Marriot Other _____

Contact Information

Organization Name: _____ Booth #: _____

Contact Person: _____ On-Site Contact Person: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____ Email Address: _____

AADE Use Only	Approved By _____ Date Received _____ Venue _____ Meeting Room _____
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Meeting Room Request Form

Payment Information

Amount:	\$ _____
Payment Type: Credit Card Check	<input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express Check # _____ (Payable to AADE)
Exp. Date	
Credit Card #:	
Signature:	

Mail or fax completed form with payment to:

Leah Johnson, Meeting Coordinator
 AADE
 200 W. Madison, Suite 800
 Chicago, IL 60606
 Phone: (800) 338-3633 ext. 4817
 Fax: (312) 601-4856
 Email: ljohnson@aadenet.org

By signing this form: I authorize the American Association of Diabetes Educators to charge my credit card for the total payment due, and acknowledge the cancellation policy.



AADE Application & Agreement for Special Event

Thank you for your interest in sponsoring an event for the attendees of our annual meeting; your support enriches the attendee experience. All events must follow AADE's "Meeting/Special Event Guidelines." The required application and fee is described below. If applicable, and by your request, fee includes:

A. Small Special Events
<ul style="list-style-type: none"> Communications associated with securing space held by AADE12. Access to attendees for invitation purposes (additional fee involved). Logistical assistance for coordinating load-in/load-out/delivery.
B. Large Special Events
<p>Includes items listed in section A and the following:</p> <ul style="list-style-type: none"> One 22" x 28" easel sign outside door with the event name/your organization's logo. Logistical assistance directing attendees to event location (ie communications associated with transportation).
C. Sponsorship Events
<p>Includes items listed in A & B and the following:</p> <ul style="list-style-type: none"> Listing on the AADE12 web site's Schedule at a Glance. Mention in the conference marketing pieces. Listing/brief description in On-Site Meeting Guide. Mentions in the general sessions. Listings in the Show Daily newspaper. Inclusion in registered attendee email blasts.

Sponsorship opportunities will be confirmed on a first-come, first-assigned basis.

Please complete this application and return to:

American Association of Diabetes Educators
 200 West Madison, Suite 800; Chicago, IL 60606 USA
 ATTN: Jackie Bellan, Meeting Planner
 Telephone: (800)338-3633 ext. 4876

Applications may also be faxed to: (312) 601-4891, or emailed to jbellan@aadnet.org

I. The undersigned _____ hereby submits this application for commercial support of
 ("Sponsor")

the American Association of Diabetes Educators Annual Meeting to be held August 1-4, 2012 ("AADE12"),
 dated this _____ day of _____ 20____ ("Application".)
 (Day) (Month) (Year)

Upon the acceptance of this Application by the American Association of Diabetes Educators (AADE), the terms of this Application, together with the attached Sponsorship Terms and Conditions, shall become a binding agreement between Sponsor and AADE, effective as of the date of this Application ("Agreement".)

The following fee will be charged for each special event.

Small Special Events (101 ppl – 200 ppl)	\$5,000	Large Special Events (200 ppl +)	\$10,000
Sponsorship Event (all registered attendees)	\$10,000	Attendee Pre-Registration List (mailing addresses only for one-time use)	\$600

II. Please list the AADE12 events/programs/items you are interested in supporting.

Special Event/Sponsorship Event	Amount
1. _____	\$ _____
2. _____	\$ _____
3. _____	\$ _____
Total Amount of Sponsorships ("Sponsorship Fee")	\$ _____

III. Please list the company, name and address, as it should be listed in all printed and/or online materials.

Company _____
Contact Name _____
Address _____
City/State/Province/
Postal Code _____
Country _____
Phone _____ Fax _____ Email _____
Company Web Site _____

V. Please list the person authorized to sign this Application. THIS PERSON WILL RECEIVE ALL FUTURE CORRESPONDENCE REGARDING THE AADE ANNUAL MEETING.

Company _____
Contact Name _____
Address _____
City/State/Province/
Postal Code _____
Country _____
Phone _____ Fax _____ Email _____
Company Web Site _____

V. Please include here, or attach a brief description (30 words or less) of your company for inclusion in sponsorship support recognition and promotional pieces.

VI. Please email your company's logo to be included in appropriate print material. Please send a color logo in EPS format with a 300-dpi resolution via email to jbellan@adenet.org or via disk to:

AADE
ATTN: Jackie Bellan, Meeting Planner
200 West Madison, Suite 800
Chicago, IL 60606 USA
Telephone: (800)338-3633 ext. 4876
Fax: (312)601-4891

VII. Sponsorship Fee Payment Information (check one.)

Check (made payable to AADE) Visa MasterCard American Express

Amount of Payment Enclosed/Authorized (must equal Sponsorship Fee): _____

Card Number _____ Expiration Date _____

Cardholder Name _____ 3 or 4 digit ID on card _____

Signature Authorizing Payment of Sponsorship Fee Upon AADE's Acceptance of Application:

VIII. Sponsor understands that upon acceptance of this Application by AADE, the terms of this Application, including the attached Sponsorship Terms and Conditions, shall be a binding agreement between Sponsor and AADE.

Application must be dated and include Sponsor's signature.

Signature of Authorized Sponsor Representative Date _____

Read terms and conditions next page.

SPONSORSHIP TERMS & CONDITIONS

1. Payment.

- A. **Price:** The Sponsorship Fee is equal to the "Total Amount of Sponsorships" specified in Section II of the Agreement.
- B. **Sponsorship Fee Invoice:** If a payment note is received with the executed Application, AADE will invoice Sponsor for the Sponsorship Fee. Sponsor shall pay the Sponsorship Fee upon receipt of the invoice.

2. Limitation of Liability.

AADE'S LIABILITY ARISING OUT OF THIS AGREEMENT SHALL NOT EXCEED THE AMOUNTS RECEIVED BY AADE FROM SPONSOR HEREUNDER. AADE WILL NOT BE LIABLE FOR LOST PROFITS OR ANY CONSEQUENTIAL, SPECIAL, INCIDENTAL, OR INDIRECT DAMAGES, HOWEVER CAUSED AND ON ANY THEORY OF LIABILITY, ARISING OUT OF THIS AGREEMENT, INCLUDING, BUT NOT LIMITED TO, LOST INCOME OR PROFITS. AADE shall not be subject to any liability whatsoever for any failure to hold the Annual Meeting because of an act of God, outbreak of hostilities, insurrection, riot, civil disturbance, terrorism, government act or regulation, fire, flood, explosion, accident, theft, or any other cause beyond the reasonable control of AADE. Unintentional or inadvertent failure of either party to print, publish, or circulate the other party's name and/or materials shall not be considered a breach of this Agreement.

3. No Cancellation After Acceptance.

Sponsor may not cancel this sponsorship after acceptance of the Application by AADE except for a material breach of this Agreement by AADE that remains uncured 30 days after notice to AADE specifying the breach.

4. Use of AADE Annual Meeting Logo.

Sponsor may use the AADE Annual Meeting logo ("Logo") only on materials prepared for the Annual Meeting and may not display the Logo elsewhere or for other purposes. No other AADE logo may be used by Sponsor and no endorsement by AADE is implied in displaying the Logo.

The Logo will be provided to Sponsor by AADE. All use of the Logo must be in compliance with the following requirements:

- No alteration in the Logo's color is permitted.
- The size of the Logo may be altered only if the proportions are not altered.
- The Logo may not be used inside or as part of another logo, but must remain distinctly separate.
- If a Sponsor logo or any other logo appears on the same page or cover, the Logo must be larger.
- The Logo may not be used in any way that might be understood to suggest endorsement by AADE.
- All materials using the Logo must be approved in writing in advance by AADE.

5. Approval of Materials Distributed and Suppliers Contracted

Sponsor must submit in writing, a complete description and sample of all materials that will be made available to attendees of a sponsored event. This includes gifts, product samples, printed hand-outs, tickets, signage or any other materials that are distributed. If space or a venue held by AADE is utilized for an event, sponsor agrees to adhere to all policies set forth by the venue. If sponsor is conducting an event that requires transportation, AADE must be named additionally insured by the transportation supplier. AADE is in no way responsible for any actions or occurrences that take place during a sponsored event.

6. General Terms.

- A. The terms of this Agreement govern the relationship between AADE and Sponsor. Unless expressly agreed to in writing by AADE, no terms or conditions appearing in any Sponsor contract, order, insertion instructions, or otherwise that conflict with the provisions of this Agreement shall be binding on AADE.
- B. The failure of either party to enforce at any time any of the provisions of this Agreement, or the failure to require at any time performance by the other party of any of the provisions of this Agreement, will not be construed to be a waiver of such provisions. The express waiver by either party of any provision of this Agreement will not constitute a waiver of any future obligation to comply with such provision.
- C. Facsimile transmission of a copy of this Agreement bearing a signature shall be deemed to be delivery of a signed original Agreement.
- D. This Agreement will be governed by and interpreted in accordance with the laws of the State of Illinois without reference to its conflict of laws principles. All disputes arising out of this Agreement are subject to the exclusive jurisdiction of the state and federal courts located in Chicago, Illinois and the parties hereby submit to the personal jurisdiction and venue of these courts.
- E. If any section or provision of this Agreement is deemed illegal by a competent court of law, all other provisions of this Agreement shall remain in full force and effect.

7. Entire Agreement.

The terms and conditions of this Agreement constitute the entire agreement between the parties and supersede all previous agreements and understandings, whether oral or written, between the parties with respect to the subject matter hereof. No modification or amendment to this Agreement shall be effective unless made in writing and signed or acknowledged in writing by the party to be bound.

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GES Information and Order Forms

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

AADE12 Annual Meeting & Exhibition

Indiana Convention Center, Halls A-E
August 1 - 3, 2012

Official Service Provider

Global Experience Specialists, Inc. (GES)	Phone (in USA):	800.475.2098	International Calls:	702.515.5970
7050 Lindell Road	FAX (in USA):	866.329.1437	International Faxes:	702.263.1520
Las Vegas, NV 89118-4702	Contact us Online:	www.ges.com/chat		

GES is here to take care of your on-site needs. All contractors and production personnel will be available, along with any services you might desire such as Furniture and Material Handling.

Show Information

Booth Size: 10' x 10'
 Backwall Drape: Blue
 Sidewall Drape: Blue
 Aisle Carpet Color: Blue Jay
 First Night Booth Vacuuming Provided
 1 - One line ID sign (7"x44") provided automatically

Important Dates *Be sure to check all order forms for additional deadlines*

Discount Deadline Date

Monday, July 9 GES orders must be received with payment by this date.

Installation

Monday,	July 30	8:00 AM - 4:30 PM	Advance warehouse freight will move in on overtime
Tuesday,	July 31	8:00 AM - 4:30 PM	
Wednesday,	August 1	8:00 AM - 10:30 AM	

Show Hours

Wednesday,	August 1	12:00 PM - 6:30 PM	EXHIBITS OPEN 12:00 PM - 1:30 PM - Unopposed Exhibit Hall 5:30 PM - 6:30 PM - Welcome Reception & Poster Presentations/ Unopposed
Thursday,	August 2	11:00 AM - 4:00 PM	EXHIBITS OPEN 11:30 AM - 2:45 PM - Unopposed Exhibit Hall
Friday,	August 3	11:30 AM - 3:00 PM	EXHIBITS OPEN 11:30 AM - 2:00 PM - Unopposed Exhibit Hall

Dismantle

Friday,	August 3	3:00 PM - 8:00 PM
Saturday,	August 4	8:00 AM - 8:00 PM

Please take notice - this event moves out on overtime, all applicable surcharges will apply and Advance Warehouse freight will move in on overtime.

Carrier Check-in Post-Show

Saturday, August 4 4:00 PM Carriers post-show must be checked-in by this time.

Facility Clear

Saturday, August 4 8:00 PM All exhibitor materials must be removed.

Need Assistance?

Toll Free: 800.475.2098 | Tel: 702.515.5970 | www.ges.com/chat



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

Shipping Addresses Use Provided Shipping Labels in this Exhibitor Services Manual to Expedite Handling

Consign all **domestic** shipments c/o GES. Please do **not** consign **international** shipments c/o GES; however, please contact our international division at: GESLogistic_international@ges.com.

Advance Shipments to Warehouse:

c/o GES
AADE12 Annual Meeting & Exhibition
(Your Company Name & Booth Number)
YRC
Avram Worldwide Precedent Business Park
800 Commerce Pkwy W Dr, Ste A
Greenwood, IN 46143
USA

Shipments should arrive on or between:

June 26 - July 25, 2012

Hours for receiving are Monday - Friday, 8:00 AM - 2:30 PM

Please note, the Warehouse will be closed on July 4, 2012 in observance of the holiday.

Direct Shipments to Exhibit Site:

c/o GES
AADE12 Annual Meeting & Exhibition
(Your Company Name & Booth Number)
Indiana Convention Center, Halls A-E
100 South Capital Avenue
Indianapolis, IN 46225
USA

Shipments should arrive on:

July 30, 2012, 8:00 AM - 4:30 PM

July 31, 2012, 8:00 AM - 4:30 PM

August 1, 2012, 8:00 AM - 10:30 AM

Marshaling Yard Site Address:

c/o GES
AADE12 Annual Meeting & Exhibition
(Your Company Name & Booth Number)
COMING SOON

USA



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

AADE12 Annual Meeting & Exhibition

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We have designed this form to help you better understand the role of the Official Service Provider, the services we offer and to provide tips to maximize your cost savings.

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. Because of the many areas that GES is involved in at the show, we are familiar with the key individuals managing your event. If at any time during the planning process you are unsure where to turn, just ask us – we're at your service.

Many Exhibitors are not aware of the depth and breadth of products and services offered by GES. Because we have insight into and control of the entire show process, we can generally save you time and money by assisting in your pre-show planning.

GES Show Services

Booth Furniture & Accessories

The booth furniture & accessories brochure showcases a wide variety of both standard and specialty furniture. All items rented from GES will automatically be delivered to your booth and picked up at the close of the show, with no material handling charges incurred by you.

Booth Carpet

GES offers a wide variety of carpet selections. The booth carpet brochure covers carpet choices from standard to custom color, size, grade, padding and booth cleaning. All carpet packages are available with no hidden costs or handling charges.

Custom Exhibits

Let GES design and build an extraordinary custom exhibit that will deliver your marketing message. Please visit our design gallery at www.ges.com.

Rental Exhibits

Our hassle-free rental program gives you a customized look without the long-term commitment of purchasing an exhibit. Please visit our design gallery at www.ges.com.

Installation & Dismantle Services

If you already own an exhibit, or plan to purchase one, you will need to arrange for installation and dismantling of your booth. As the Official Service Provider on this show, GES provides you with the best labor and on-site personnel from move-in to move-out.

Graphics

Give visitors to your exhibit a great first impression by displaying captivating graphics and signs.

Shipping

GES can manage your transportation without a hassle. We offer simplified rates, online tracking, and single invoicing. Call to have your "shipping made easy."

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.

How Can I Order My Show Services?

GES's new online ordering platform is a fast and easy way to order products and services, keep track of important dates and manage your budget. Give it a try!

Step 1: Go to <https://ordering.ges.com/logon> and log in using the same username and password that you used for GES Online. New to online ordering? Click "Register Now" on the right side of the page to create a profile. It takes just a few minutes.

Step 2: Register for your show. Search for your show by typing it into the Search bar. When you find it, click on the circle icon to the left of the show name. It will take you to the show home page. In order to see all product and service information, you need to register for the show. Click on "Manage My Account" and fill out all the information. Then, a pop-up window will appear, asking for your company name and your booth number. Fill in the two fields and you're all set!

Step 3: Browse products and services and add them to your shopping cart.

Step 4: When you are ready to complete the order, click "Proceed with Check Out" and enter in your secure credit card information.

GES National Servicer®

The GES National Servicer® provides consistency and continuity of customer service for exhibitors at all GES shows, offering the following services:

- Single point of contact for all GES shows
- Coast to coast time zone coverage
- Personalized exhibitor service for all pre- and post-show orders

7050 Lindell Road
Las Vegas, NV 89118
Phone: 800.475.2098 / Fax: 866.329.1437
International Phone: 702.515.5970 / Fax: 702.263.1520
Online Chat: www.ges.com/chat

GES Servicer®

Once you are at the show, the GES Servicer® is onsite to place any last minute orders and provide show information.

Exhibitor Services

Our Exhibitor Services organization is the service team responsible for answering exhibitor questions, processing your orders and handling any special requests. They are the conduits between production, operations and your exhibiting needs. Regardless of your request, you can contact them for advice and information about the show – if they don't know the answer, they will find it!

Need Assistance?

Toll Free: 800.475.2098 | Tel: 702.515.5970 | www.ges.com/chat



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As your tradeshow partner, our goal is to provide you with hassle-free service so you can get on with your show. Even if you use an Exhibitor Appointed Contractor, you should have a basic working knowledge of the Exhibitor Services Manual contents and information.

By following the information below, you will enjoy a smooth trade show experience.

Ordering Trade Show Services.

- Please include your complete customer information on each order form including address with zip code, phone and fax numbers, e-mail addresses, company, and contact name and most importantly, booth number. If you have multiple booth locations, please complete separate order forms for each location (booth, meeting room, etc.).
- Please ensure that the credit card information is complete and correct including the expiration date.
- When ordering carpet, draped tables or counters remember to select the colors you desire.
- Please make sure that the size of the carpet you order is appropriate for your booth space (e.g.; do not order a 10' x 20' carpet for a 10' x 10' booth).
- Keep the total square footage of your booth space in mind when you order your decorating items. Don't order more than will comfortably fit in your booth and still allow you to do business.

Inbound - Move In.

- Confirm your furnishings orders with the GES National Servicenter® www.ges.com/chat. You should receive a confirmation of your order within 3-5 days of placement.
- **Confirm target dates with GES and communicate them to your carrier. Refer to the Special Handling brochure enclosed to ensure that you do not incur special handling charges. You may want to share this brochure with your carrier.**
- Keep the phone number of your carrier with you, including weekend contact.
- Have your hotel information available, including phone number, address etc.
- After emptying crates, place empty labels on all sides of your crates and cases. Remember to remove old empty labels. Additionally, empty labels are sometimes color coded, so make sure you get the correct color and be sure your booth number is on each label.

Showsite.

Put together a trade show survival kit to include in your freight or carry with you, including:

- Small Tool Kit
- Staples, Scissors, Tape
- Pens & Markers for labels
- First Aid Kit
- Bottled Water

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.

Outbound - Move Out.

- Keep in mind, the return of empty containers varies depending on the size of the show, so coordinate your outbound flight to accommodate this. GES does not provide security at show site. It is the Customer's responsibility to stay with their property. GES is not responsible for loss or damage to property left in the Customer's booth at any time for any reason.

Need Assistance?

Toll Free: 800.475.2098 | Tel: 702.515.5970 | www.ges.com/chat



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Safety is very important for everyone working in the exhibit hall.

Global Experience Specialists, Inc. (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.

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



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.

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Union Information

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

Material Handling / Freight

Teamsters handle all freight inside the exhibit hall. They unload all trucks or vehicles, deliver the materials to your booth, and remove and reload materials at the close of the show.

Exhibitors may carry their own materials in/out of the exhibit facility without the use of flat trucks, dollies, motorized equipment, etc.

Teamster and Stagehands

Members of this union claim jurisdiction over all set up and dismantling of exhibits, including signs and laying of carpet. This does not apply to the unpacking and placement of your merchandise. The exhibitor may use their own full time employees, as long as they do not employ the use of power tools.

Members of these unions claim jurisdiction on the operation of material handling equipment, including unloading and reloading, and handling of empty containers. Exhibitors may bring their freight in through the front doors or through the loading area, provided that they do not use motorized carts.

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.

Always Honest Hotline

GES requires the highest standards of integrity from all employees. Please call our confidential Always Honest hotline at 866.225.8230 to report fraudulent or unethical behavior.

Need Assistance?

Toll Free: 800.475.2098 | Tel: 702.515.5970 | www.ges.com/chat



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

AADE12 Annual Meeting & Exhibition
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GES Terms & Conditions are subject to change at GES' sole discretion without notice to any parties.

I. Definitions

GES: Global Experience Specialists, Inc., is hereinafter referred to as GES and/or GES Logistics, and/or Trade Show Electrical (a/k/a TSE) and/or Trade Show Rigging (a/k/a TSR) and their employees; **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, un-supervised 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; **Un-Supervised 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 un-supervised 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 on-line, via fax, phone or through a work order on 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 cash in advance for future services. GES retains its right to hold Customer 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 1/2% 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 attorney's 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 subcontractor or other user of its space or any agents or employees engaged in business on behalf of Customer or present at Customer's 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' 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 attorney's 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 piece count 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 of 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 Customer's 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 GES 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 declaration 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 Goods. The responsibility of GES with respect to Customer Goods is limited to the exercise of ordinary care and diligence in handling and storing of Customer 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 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.

Need Assistance?

Toll Free: 800.475.2098 | Tel: 702.515.5970 | www.ges.com/chat



Order Directly Online:

<https://ordering.ges.com/Show/Info/071003013>

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AADE12 Annual Meeting & Exhibition

Indiana Convention Center, Halls A-E
August 1 - 3, 2012

All material used in construction and decoration of an exhibit must be flame retardant. Fabrics must be certified as flame retardant or a sample must be available for testing. Materials which cannot be treated to meet the requirements may not be used.

All exits and exit aisles must be kept clear and unobstructed. No furniture, signs, easels, chairs or displays may protrude into aisles. All aisles must be maintained at a minimum of eight (8) feet in width unless otherwise approved on a floor plan.

Designated "no freight" aisles must be maintained clear of crates and exhibit materials during move-in and move-out. These aisles are required for emergency access throughout the hall and to expedite freight and empty crate moving.

All fire hose racks, fire extinguishers and emergency exits must be visible and accessible at all times. This includes fire protection equipment located within exhibits. Exits and exit signs must not be covered by drapes nor obscured from view by exhibit components.

Vehicles on display must have fuel filler caps locked or sealed to prevent escape of vapors and to avoid tampering. Batteries must be disconnected. Auxiliary batteries not connected to engine starting system may be left connected. External chargers are recommended for demonstration purposes. Fuel in the fuel tank shall not exceed one quarter (1/4) of the tank capacity or five (5) gallons, whichever is less.

Combustible materials cannot be stored beneath display vehicles. Space beneath vehicles must be clear and visible except for permitted electrical supplies.

Vehicles in building for unloading must not be left with engine idling. Exhaust gases present extreme hazards to workers on catwalks. If an engine cannot be shut down, the vehicle must be removed from the building as quickly as possible.

Compressed air cylinders, including LPG, are prohibited unless approved by the fire prevention office. Flammable gases, i.e., butane, propane, natural gas, et al; are subject to prior approval. Nonflammable compressed gas cylinders must be secured in an upright position with gauges and regulator protected against physical damage.

All 110 volt extension cords shall be three-wire (grounded), #14 or larger AWG, copper wire. Connectors must not be supported by cords. Two wire "Zip Cords" are not permitted other than factory installed appliance connectors, these may not exceed six (6) feet in length and must be UL approved.

Cube tap adapters are prohibited (Uniform Fire Code 8507). Multi-plug adapters must be UL approved and have built-in overload protection. Connectors must not be used to exceed their listed ampere rating.

Electrical work under carpets must be done, or supervised, by the electrical contractor. All wiring on the floor must be Type "SO" cord, insulated to qualify for "extra hard usage", must be No. 12AWG or larger, and must be protected against injury or damage.

All temporary wiring must be accessible and free from debris and storage materials. Hard backed booths must have power supplies dropped within the booth.

No storage of any kind is allowed behind booths or near electrical service. Materials for handouts must be limited to one day supply and stored neatly within the booth. Violators will be notified and if the materials are not removed by show opening, show decorator will remove and store them at exhibitors expense, without access until the break of the show.

Areas enclosed by solid walls and ceilings must be equipped with approved smoke detectors.

All empty cartons or crates must be labeled and removed for storage or they will be removed as trash. Crates are not to be used as exhibit supports.

Flammable or combustible liquids are prohibited inside of buildings except as approved by the fire prevention office. Flammable thinners, solvents and paints including aerosol cans are strictly prohibited within the building.

Cooking and warming devices shall be electric. Sterno may be used for warming trays. Cooking devices shall be approved by a recognized testing laboratory; e.g., U.L., F.M. Cooking, warming devices, and/or heated products shall be isolated from the public by either placing the device a minimum of four (4) feet back from the front of the booth or provide a plexiglass shield 18 inches high, ¼ inch thick across the front, and down both sides of the demonstration area. Decorative candles are not permitted.

Heat producing equipment is prohibited. Examples of prohibited equipment include, welding, soldering, or any open flame devices.

Need Assistance?

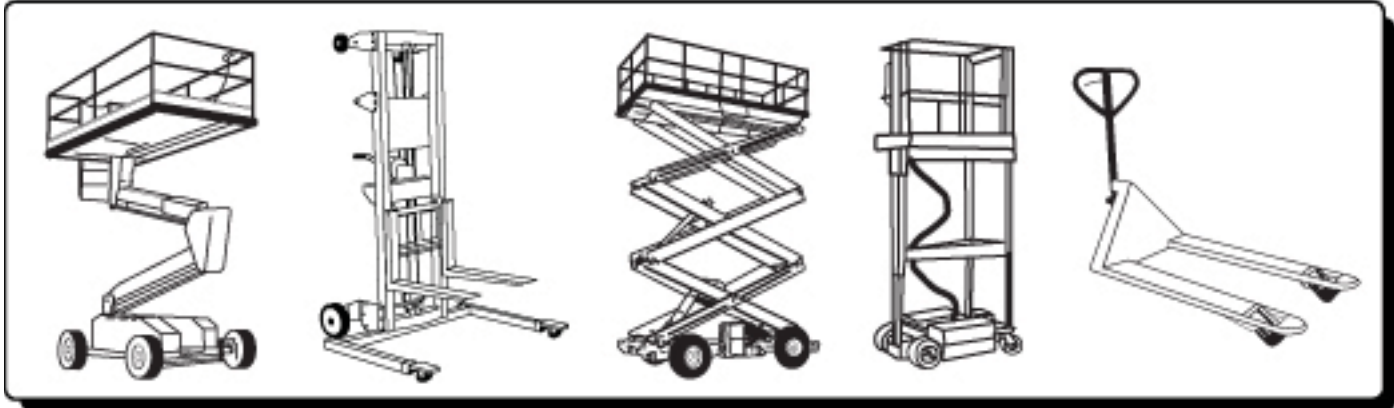
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AADE12 Annual Meeting & Exhibition
 Indiana Convention Center, Halls A-E
 August 1 - 3, 2012

ATTENTION ALL EXHIBITORS!



The operation or use of all motorized lifting 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 material handling equipment is not permitted by exhibitors or their appointed contractors. This also includes all mechanical scooters and carts.

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.

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.

Thank you for your complete cooperation.

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AADE12 Annual Meeting & Exhibition

Indiana Convention Center, Halls A-E

August 1 - 3, 2012

Official Service Provider

Show Organizer, acting on behalf of all Exhibitors and in the best interest of the exposition, has appointed Official Service Providers to perform and provide necessary services and equipment. Official Service Providers are appointed to:

- Ensure the orderly and efficient installation and removal of the overall exposition,
- Assure the distribution of labor to all Exhibitors according to need,
- Provide sufficient labor to satisfy the requirements of Exhibitors and for the exposition itself,
- See that the proper type and limits of insurance are in force, and
- Avoid any conflict with local union and/or exhibit hall regulations and requirements.

The Official Service Providers will provide all usual trade show services, including labor. Exceptions are:

- a. Supervision may be provided by the Exhibitor.
- b. The Exhibitor may appoint an exhibit installation contractor or display builder.

In both such instances, GES shall have no liability to any party for damage or injuries caused by Exhibitor or its third party agents. Exhibitor is responsible for the actions of its third party contractors.

Exhibitor Appointed Contractors

Exhibitors may employ the service of independent contractors to install and dismantle their display, providing the Exhibitor and the installation and dismantling contractor comply with the following requirements:

1. The Exhibitor must notify Show Management in writing and Global Experience Specialists, Inc. (GES) of the intention to use an independent contractor no later than 30 days prior to the first move-in day furnishing the name, address and telephone number of the firm.
2. The Exhibitor shall provide evidence that the Exhibitor Appointed Contractor has proper insurance by submitting a certificate of insurance prepared by the "Exhibitor Appointed Contractor's" insurance agent with a minimum of coverage and limits as described below.
 - a. Commercial General 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.
 - b. Umbrella/Excess Liability with a limit of not less than \$1,000,000 each occurrence.
 - c. 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.
 - d. Automobile Liability with a limit of not less than \$1,000,000 combined single limit - each accident.
 - e. The Commercial General Liability Policy shall name Global Experience Specialists, Inc. (GES) (Official Service Provider), American Association of Diabetes Educators (Show Management), AADE12 Annual Meeting & Exhibition (Show) and Indiana Convention Center (Facility) as additional insureds on a primary and non-contributory basis. See attached sample certificate of insurance.
3. Any Exhibitor who has identified an Exhibitor Appointed Contractor must ensure that the Exhibitor Appointed Contractor has a current Certificate of Insurance on file with GES or Show Management evidencing the correct coverage at least 10 days prior to the first move-in date for the show or the Exhibitor Appointed Contractor will not be able to have access to the facility to perform any work.
4. 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.

For your safety, be aware of the following:

- a. Do not enter dock areas in search of empty crates. Entry into these areas is at your sole risk.
 - b. During tear down, pull all manageable structures back from aisle carpet lines. Electronics, mannequins, etc. should be placed in the center of the booth.
 - c. Be aware of vehicle traffic inside and outside of the facility. All attendees are solely responsible for their own safety in parking lots, driveways, access roads and non-exhibit hall areas.
5. 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 is to be used in their exhibit space.
 6. Exhibitor Appointed Contractor compliances:
 - a. Must agree to abide by all rules and regulations of the show as outlined in this exhibitor kit including all union rules and regulations.
 - b. Must have all business licenses, permits and Workers Compensation Insurance required by the State and City governments and the convention facility management prior to commencing work. A certificate of insurance complying with all requirements in paragraph 2 above must be submitted to GES at least 10 days prior to the first date of move in.
 - c. Will be responsible for all reasonable costs related to its operation including, but not limited to, overtime pay for stewards and restoration of exhibit space to its initial condition.
 - d. Must furnish Show Management and Global Experience Specialists, Inc. (GES) with the names of all on-site employees who will be working on the exposition floor and see that they have and wear at all times necessary identification badges as determined by Show Management.
 - e. Shall be prepared to show evidence that it has a valid authorization from the Exhibitor for services. The Exhibitor Appointed Contractor may not solicit business on the exhibit floor.
 - f. Must confine its operations to the exhibit area of its clients. 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. Exhibitors may be charged for costs related to movement of its property if the Exhibitor Appointed Contractor does not contain its operations within the confines of the booth.
 - g. 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 Exhibitor Appointed Contractor 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.
 - h. Must coordinate all of its activities with Global Experience Specialists, Inc. (GES).
 - i. Must comply with all reasonable rules and regulations of the venue, Show Management and/or 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 if the condition cannot be corrected.
 - j. May not move freight from one booth to another booth, or to meeting rooms. GES must provide labor.
 7. All information must be received in the Global Experience Specialists, Inc. (GES) office no later than 10 days prior to the show.

Need Assistance?

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ACORD		CERTIFICATE OF LIABILITY INSURANCE			DATE (MM/DD/YY) 01/01/12	
1. PRODUCER ABC Insurance Agency Fax: (212) 555-6100 1234 Broker Lane New York, NY 10895 Attn: Joe Agent (212) 555-6102 ext. 1234				THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER, THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. INSUREERS AFFORDING COVERAGE		
2. INSURED Big Boom Company, Inc. 1234 Corporate Lane New York, NY 10895 Attn: Joe Smith Phone: (212) 555-5349 Fax: (212) 555-9819				INSURER A: Hartford Insurance Company of Illinois INSURER B: Aetna Casualty & Surety Company INSURER C: Travelers Insurance Company INSURER D: Royal Insurance Company INSURER E:		
COVERAGES THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OF CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.						
INSR LTR	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD/YY)	POLICY EXPIRATION DATE (MM/DD/YY)	LIMITS	
A	GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS MADE <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> _____ <input type="checkbox"/> _____ GENERAL AGGREGATE LIMIT APPLIES PER <input type="checkbox"/> POLICY <input type="checkbox"/> PROJECT <input type="checkbox"/> LOC	000P98298-A11	01/01/12	01/01/13	EACH OCCURENCE	\$1,000,000
	FIRE DAMAGE (Any one fire)				\$ 50,000	
	MED EXP (Any one person)				\$ 5,000	
	PERSONAL & ADV INJURY				\$1,000,000	
	GENERAL AGGRREGATE				\$2,000,000	
	PRODUCTS-COMP/OP AGG				\$2,000,000	
B	AUTOMOBILE LIABILITY <input checked="" type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS <input type="checkbox"/> _____ <input type="checkbox"/> _____	SKLS-029499S	01/01/12	01/01/13	COMBINED SINGLE LIMIT (Ea accident)	\$1,000,000
	BODILY INJURY (Per person)				\$	
	BODILY INJURY (Per accident)				\$	
	PROPERTY DAMAGE (Per accident)				\$	
	AUTO ONLY-EA ACCIDENT				\$1,000,000	
	OTHER THAN AUTO ONLY:				\$	
					\$	
A	UMBRELLA/EXCESS LIABILITY <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS MADE <input type="checkbox"/> DEDUCTIBLE <input type="checkbox"/> RETENTION \$	XL1234567	01/01/12	01/01/13	EACH OCCURENCE	\$1,000,000
	AGGREGATE				\$1,000,000	
					\$	
					\$	
C	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY	A4145-SS-PJ37	01/01/12	01/01/13	X WC STATU-ORY LIMITS	OTHER
	E.L. EACH ACCIDENT				\$1,000,000	
	E.L. DISEASE-EA EMPLOYEE				\$1,000,000	
	E.L. DISEASE -POLICY LIMIT				\$1,000,000	
D	OTHER Professional Liability	000P98298-A11	01/01/12	01/01/13	Each Occurrence & Aggregate	\$1,000,000 \$3,000,000
5. DESCRIPTION OF OPERATIONS/LOCATIONS/VEHICLES/EXCLUSIONS ADDED BY ENDORSEMENT/SPECIAL PROVISIONS Global Experience Specialists, Inc. (GES) (Official Service Provider), American Association of Diabetes Educators (Show Management), Indiana Convention Center (Facility), and AADE12 Annual Meeting & Exhibition (Show) are hereby named as additional insureds, except for Workers' Compensation. Global Experience Specialists, Inc. (GES) and/or the consignor are included as Loss Payee. The insurance provided for the benefit of Global Experience Specialists, Inc. (GES), shall be primary insurance as respects any claim, loss, or liability, arising out of the Named Insured's operations for which the Named Insured is liable. Any other insurance maintained by GES shall be excess and non-contributory. Show date(s) are: August 1 - 3, 2012 at city of Indianapolis.						
CERTIFICATE HOLDER		X	ADDITIONAL INSURED; INSURER LETTER: X		CANCELLATION	
6. Global Experience Specialists, Inc. (GES) Operations Department 6800 Santa Fe Drive Hodgkins, IL 60525 Fax 773.284.3970			10. SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, THE ISSUING COMPANY WILL ENDEAVOR TO MAIL 30 DAYS WRITTEN NOTICE TO THE CERTIFICATE HOLDER NAMED TO THE LEFT, BUT FAILURE TO DO SO SHALL IMPOSE NO OBLIGATION OR LIABILITY OF ANY KIND UPON THE INSURER, ITS AGENTS OF REPRESENTATIONS 11. AUTHORIZED REPRESENTATIVE John Smith, CIC			

- PRODUCER: Insurance Agent / Broker who issues certificate.
- NAME OF INSURED: Must be the legal name of contracting party.
- TYPES OF INSURANCE: Must include types required by contract. See Official Services Provider Information (form L-3) in this exhibitor manual).
- FORM OF COVERAGE: Must be "occurrence" from of coverage.
- NAME ADDITIONAL INSUREDS: Global Experience Specialists, Inc. (GES) (Official Service Provider), American Association of Diabetes Educators (Show Management), AADE12 Annual Meeting & Exhibition (Show) and Indiana Convention Center (Facility) as additional insureds on a primary and non-contributory basis.
- CERTIFICATE HOLDER: Must be Global Experience Specialists, Inc. (GES)
- POLICY EFFECTIVE DATE: Must be prior to or coincidental with the first day of Exhibitor Move-In.
- POLICY EXPIRATION DATE: Must be on or after the last day of Exhibitor Move-Out.
- LIMITS OF INSURANCE: Must be the same or greater than required by contract. See Official Services Provider Information (form L-3) in this exhibitor manual.
- NOTICE OF CANCELLATION: 30 days notice must be provided.
- AUTHORIZED REPRESENTATIVE: Must be signed (not stamped) by an authorized representative of Producer.

RETURN TO: Global Experience Specialists, Inc. (GES), Operations Department • 5248 S. Cicero Avenue, Chicago, IL 60638 • Fax: 773.284.3970
 Contact us Online: www.ges.com/chat Phone: 800.475.2098 or 702.515.5970 for international exhibitors

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

AADE12 Annual Meeting & Exhibition
 Indiana Convention Center, Halls A-E
 August 1 - 3, 2012

Form Deadline Date:
 June 30, 2012

COMPANY NAME	EMAIL ADDRESS	BOOTH NUMBER
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An Exhibitor Appointed Contractor is a company other than the "general or official" service provider on the show, or third party service provider designated by the show organizer in the exhibitor manual as the provider of a specific service and requires access to your booth during installation and dismantling. The Exhibitor Appointed Contractor may only provide services in the venue, which are not designated by the venue as "exclusive" to a venue provider, or by the show organizer in a contract as an exclusive service for the "official" or "general" service provider or other third party. If an Exhibitor Appointed Contractor attempts to provide services designated to another party as "exclusive" or is discovered soliciting on the show floor 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.

Due to the necessity of coordinating all activities during the move-in and for security purposes, Exhibitors who choose to use these contractors must complete this form, comply with all rules and regulations (listed below) and supply Global Experience Specialists, Inc. (GES) with all necessary information by the deadline date indicated above.

Exhibitor Appointed Contractor _____

Street Address _____

City, State, Zip _____

Phone (area code _____) _____ Fax (area code _____) _____

Contact: _____

Description of Proposed Service for Exhibitor: _____

This form will only be accepted if filled out by an authorized representative of the exhibiting company. Below are the Rules and Regulations regarding Exhibitor Appointed Contractors. Everyone must abide by these rules, which are accepted industry rules that were drafted by the International Association for Expositions & Events.

Rules & Regulations

1. All Exhibitor Appointed Contractors must comply with show rules and regulations, and accept appropriate liability for any negligent actions.
2. The Exhibitor Appointed Contractor acknowledges that the show site and surrounding areas are active work zones and the Exhibitor Appointed Contractor, its agents, employees and representatives are present at their own risk.
3. The Exhibitor Appointed Contractors shall be prepared to show evidence to the Official Service Provider that it possesses applicable and current contracts.
4. The Exhibitor Appointed Contractors shall be prepared to show evidence it has authorization from the contractor.
5. The Exhibitor agrees that he is ultimately responsible for all services in connection with his exhibit, including freight, drayage, rentals and labor.
6. The Exhibitor Appointed Contractor shall provide certificates of insurance and must agree in writing no later than 10 days prior to show opening.
7. The Exhibitor Appointed Contractor 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 Exhibitor Appointed Contractor/ Exhibitor depending upon the billing arrangement set up with GES. (Based upon Exhibitor Appointed Contractor not number of booths)
8. The Exhibitor Appointed Contractor will not be permitted on the exhibit floor during the show days unless provided a proper registration badge by the exhibiting company.
9. The show aisles and public spaces are not part of the Exhibitor's booth. Therefore, the Exhibitor Appointed Contractor is required to confine all activities to the exhibit space of the Exhibitor who has given the valid order for services. Exhibitors may be charged for costs related to movement of its property if the Exhibitor Appointed Contractor does not contain its operations within the confines of the booth.
10. Solicitation on the exhibit floor is prohibited. Any Exhibitor Appointed Contractor or Non-official contractor engaged in any solicitation on the exhibit floor including the distribution of official company literature will be removed from the exhibit floor, unless pre-approved in writing by Show Organizer or GES Management.

11. During show hours Exhibitor Appointed Contractors only with exhibit badges will be permitted on the exhibit floor. No installation and dismantling crew members will be permitted on the exhibit floor during show hours without the proper Convention name badge supplied by the exhibiting company. These badges should be ordered through the complimentary allotment of registration forms sent to each exhibiting company.
12. The Exhibitor Appointed Contractor shall indemnify and hold Show Management and Global Experience Specialists, Inc. (GES) harmless from and against any and all negligent acts or omissions of Exhibitor Appointed Contractor, its agents, employees and representatives.

For insurance and safety reasons, the Official Service Provider designated in this service manual must be used for services such as:

Electrical	Plumbing	Booth Cleaning	Decorator Labor
Telephone	Rigging	Millwright Work	Material Handling

No exceptions will be made

Tips to Exhibitor Appointed Contractors

1. 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.
2. Take steps to protect your client's product in the booth by arranging for booth security and/or cages.
3. Please stay out of adjacent booths during set-up. Exhibitor Appointed Contractors must stay within the confines of the booth.
4. Label empty cartons and crates for storage as soon as they are ready. Holding back on "empties" only adds congestion to the aisles.
5. Do not store empty cartons inside of empty crates. Cartons are returned from storage first so Exhibitors may begin packing their product.
6. Keep "No Freight Aisles" clear at all times. If GES is required to rearrange any material situated in a clearly identified "No Freight Aisle," you or your client depending upon your billing arrangements with GES, will be charged a one hour minimum for forklift rental and labor.
7. Turn in outbound freight bills to 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 Servicenter at one time may delay outbound truck scheduling and subsequently force your loading into overtime.

Need Assistance?

Toll Free: 800.475.2098 | Tel: 702.515.5970 | www.ges.com/chat

 **Order Directly Online:**
<https://ordering.ges.com/Show/Info/071003013>

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

AADE12 Annual Meeting & Exhibition

Indiana Convention Center, Halls A-E
August 1 - 3, 2012

Material Handling is the unloading of your exhibit materials, 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.

Benefits of Advance Shipping to the GES Warehouse

- Storage of materials for up to 34 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 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.
- For a rate quote please call GES Logistics at 1.888.454.4437.

How to Ship to Exhibit Site

- Consign all **domestic** shipments c/o GES.
- Do **not** consign **international** shipments c/o GES; however, please contact our international division at: GESLogistic_international@ges.com.
- 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.
- For a rate quote please call GES Logistics at 1.888.454.4437.

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. For a rate quote please call GES Logistics at 1.888.454.4437.

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/everything/logistics/tracking/.

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 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.

Estimating Material Handling Charges, *continued*

- **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 Order Form for details.
- **Late Surcharges** – May be charged an additional overtime surcharge
 - a. If advance freight is received before or after the published deadline date for shipments to arrive at the warehouse. See enclosed Material Handling Order Form for details.
 - b. Freight shipments sent to the show after it has opened.
 - c. Freight shipments that are received at showsite that do not meet their published date & 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, re-crating, and reskidding machinery and/or equipment must be ordered separately. Place your order for this labor using the In-Booth 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 Servicercenter®** 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 Servicercenter®**. 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 & 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.

Need Assistance?

Toll Free: 800.475.2098 | Tel: 702.515.5970 | www.ges.com/chat



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AADE12 Annual Meeting & Exhibition

Indiana Convention Center, Halls A-E
August 1 - 3, 2012

Please consider the following as a quick guide for shipping options available to you on AADE12. For ease of reference we have included links to various pages in the Exhibitor Services Manual ([ESM](#)). Finally, please feel free to contact Global Experience Specialists, Inc. (GES), at any time for further information or clarification on any GES services.

Toll Free: 800.475.2098 Tel:702.515.5970 www.ges.com/chat

1. **Shipping via Outside Carrier** An outside carrier ([GES logistics](#), Common Carrier, Truck Load Services, Overnight Carrier) is any carrier that you contract to move your freight. At your direction these carriers have the ability of delivering [Advance](#) to the warehouse or [Direct](#) to the Indiana Convention Center, Halls A-E. Labels for both locations are provided for you in the ESM. Please note times and applicable dates for delivery. Whether delivering Advance to the warehouse or Direct to show site, [Material Handling](#) charges will apply.
2. **Shipping via Company vehicle or with your personal vehicle** Both Advance and Direct to show site are options if you want to deliver goods with your own vehicle for the show. For direct shipments, the driver will check in at the facility and be dispatched to dock in the order they arrive. [Material Handling](#) charges will apply.
3. **Personal Vehicle Cartload Service** If you want to deliver your own product in your personal vehicle but do not want to carry it to your booth; you can use GES [Cartload Service](#). For this service the driver will check in at loading dock. [Cartload Service](#) charges will apply.

Please click this link for additional information ([Material Handling Information](#))

4. **Hand Carry** - Items that an exhibitor is allowed to carry unaided into a convention facility without being charged. With this option exhibitors can move materials that can be carried by hand by booth staff. Park in the convention center parking lot and load into the exhibit hall. Exhibitors can also hand carry their goods from their hotel or a taxi cab into the convention center.

Please take a moment to look over the Material Handling section of this [ESM](#) for all forms and additional services/information. If you have question or need assistance please contact GES.

Need Assistance?

Toll Free: 800.475.2098 | Tel: 702.515.5970 | www.ges.com/chat





LOGISTICS

Join the caravan for discounted, expedited shipping between shows!



Show to show to show... that's how we roll.

Time is critical when you're exhibiting at back-to-back shows. Success demands that your show materials arrive on schedule, in show-ready condition. That's why GES Caravan specializes in expedited transportation between shows.

Services Include:

- Discounted shipping & material handling rates
- No waiting at the marshalling yard
- 24/7 online tracking
- Priority move-in and move-out at GES shows
- Pre-printed bills of lading and shipping bills
- Free storage between shows

From:

American Diabetes Association Annual Meeting & Scientific Sessions
 Philadelphia, PA
 June 8–12, 2012

To:

AADE 12 Annual Meeting & Exhibition
 Indianapolis, IN
 August 1–4, 2012

Book your caravan service today at 800.842.6309, Option 1; Marilyn Parsons ext. 5975 mparsons@ges.com or Adrian Ortega ext. 4275 aortega@ges.com.



LOGISTICS

Join the caravan for discounted, expedited shipping between shows!



Show to show to show... that's how we roll.

Time is critical when you're exhibiting at back-to-back shows. Success demands that your show materials arrive on schedule, in show-ready condition. That's why GES Caravan specializes in expedited transportation between shows.

Services Include:

- Discounted shipping & material handling rates
- No waiting at the marshalling yard
- 24/7 online tracking
- Priority move-in and move-out at GES shows
- Pre-printed bills of lading and shipping bills
- Free storage between shows

From:

AADE 12 Annual Meeting & Exhibition
 Indianapolis, IN
 August 1–4, 2012

To:

The Academy of Nutrition and Dietetics Food & Nutrition Conference & Expo
 Philadelphia, PA
 October 7–9, 2012

Book your caravan service today with Marilyn Parsons at mparsons@ges.com or call 702.515.5975.



Get GES Transportation Plus and

Save 10%

On Material Handling



With decades of tradeshow experience, GES Logistics understands your transportation needs. As the Official Services Provider for your show, we offer a variety of fully integrated services at competitive rates.

GES Transportation Plus provides:

- Priority move in/move out
- Online tracking 24/7
- On-site GES support team
- Consolidated invoice

Note: Round-trip shipping is required to qualify for Transportation Plus rates. Transportation Plus does not apply to shipments that are considered small package, local or shipments over 5000 lbs.

Get an instant quote today at: www.ges.com/logistics/quote

RETURN TO: Global Experience Specialists, Inc. (GES) • 7050 Lindell Road, Las Vegas, NV 89118-4702 • Fax: 866.329.1437 or 702.263.1520 for international exhibitors
 Contact us Online: www.ges.com/chat Phone: 800.475.2098 or 702.515.5970 for international exhibitors

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

AADE12 Annual Meeting & Exhibition

Indiana Convention Center, Halls A-E
 August 1 - 3, 2012

Form Deadline Date:

July 9, 2012

Go to below link to view images and information:
<http://ges.com/ecomm/info/specialhandling.pdf>

COMPANY NAME	EMAIL ADDRESS	BOOTH NUMBER
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Transportation Plus: Ship With GES Logistics To Receive A 10.00% Savings On Material Handling. To set up your savings with Transportation Plus for domestic shipments please call 888.454.4437, or complete the GES Logistics - Domestic Shipping Quote Form (R-8) included in this exhibitor services manual and fax it to 702.515.5972, or email us at GESLogistics@ges.com. For international shipments complete the GES Logistics - International Shipping Quote Form (R-20) in this exhibitor services manual and fax it to 866.329.1437 or 702.263.1520, or email us at GESLogistic_International@ges.com. Call 888.454.4437 for a quote for any shipments that are under 5000 lbs. Transportation Plus does not apply to shipments that are considered Small Package, Local or shipments over 5000 lbs. **Round Trip shipping is required to qualify for Transportation Plus rates.**

Price List

Important Information

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

Crated Materials		Special Handling Materials	
Standard Rates	Transportation Plus Saving Rates	Standard Rates	Transportation Plus Saving Rates
Rate	\$ 110.31 cwt	Rate	\$ 143.39 cwt
	\$ 99.28 cwt		\$ 129.05 cwt

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

Crated Materials		Special Handling Materials	
Standard Rates	Transportation Plus Saving Rates	Standard Rates	Transportation Plus Saving Rates
ST/OT	\$ 83.82 cwt	ST/OT	\$ 108.96 cwt
OT/OT	\$ 100.58 cwt	OT/OT	\$ 130.74 cwt
	\$ 75.44 cwt		\$ 98.06 cwt
	\$ 90.52 cwt		\$ 117.67 cwt

Uncrated Materials	
Standard Rates	Transportation Plus Saving Rates
ST/OT	\$ 125.73 cwt
OT/OT	\$ 150.87 cwt
	\$ 113.16 cwt
	\$ 135.78 cwt

Advance Shipments to Warehouse: GES will receive uncrated carpet and pad at the warehouse. A special handling charge will apply on these shipments. **Price includes:** unloading crated freight (the warehouse cannot receive uncrated shipments); storing at warehouse for up to 34 days (any materials stored beyond 34 days will incur additional costs applied to your invoice); reloading onto trucks and delivery to the exhibit site; unloading freight and delivery to your booth; picking up, storing, and returning empty shipping containers; and reloading freight for return to your specified destination from exhibit site.

Direct Shipments to Exhibit Site: Price includes: unloading freight and delivery to your booth; picking up, storing, and returning empty shipping containers; and reloading freight for return to your specified destination from exhibit site. However, any materials shipped back to warehouse from exhibit site will incur additional costs applied to your invoice.

Small Packages: Cartons and envelopes received without documentation will be delivered without guarantee of piece count or condition. Maximum weight is 50 lbs. per 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.

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.

Arrival Dates and Surcharges for Shipments: A 30% (\$50.00 minimum) late arrival surcharge based on the above rates will apply to each shipment received not within the below deadlines.

Advance Dates:

Tue, Jun 26, 2012: Advance shipments may begin arriving at warehouse.

Wed, Jul 25, 2012: Last day for shipments to arrive at warehouse.

Please note, the Warehouse will be closed on July 4, 2012 in observance of the holiday.

Direct Dates:

Mon, Jul 30, 2012: Direct shipments may begin arriving at exhibit site after 8:00 AM.

Wed, Aug 1, 2012: Last day for shipments to arrive at exhibit site by 10:30 AM.

How To Know What Rates To Use Based On Show Move-In/Move-Out:

Straight Time: 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: All other times, Saturdays, Sundays, Holidays.

ST/OT: If freight will be handled one way on straight time and one way on overtime, either into the show or out of the show.

OT/OT: If freight will be handled on overtime into the show and out of the show.

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 & Holidays. In the event of weight discrepancies or shipments received without a certified weight certificate, a \$ 25.00 fee will be charged per shipment.

Please Indicate Below

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.)

_____ pounds ÷ 100 = _____ Total CWT

Shipment Will Be Sent To:

Exhibit Site Warehouse

On Date: _____

By Carrier: _____

Total Number of Pieces: _____

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.

Place Order Here

(Please Complete R-8 or R-20 for Using GES Logistics)

SMALL PACKAGE DESCRIPTION	PRICE	X QUANTITY	= TOTAL PRICE
Small Package, 1st Carton	\$ 43.25	1	\$
Small Package, Each Additional Carton	\$ 23.80		\$

MATERIAL HANDLING DESCRIPTION	PRICE	X	CWT	= TOTAL PRICE
				\$
A. Payment Enclosed				\$

I agree in placing this order that I have accepted GES Payment Policy and GES Terms & Conditions of Contract.

Authorized Signature - Please Sign: X

AUTHORIZED NAME - PLEASE PRINT	DATE
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Need Assistance?

Toll Free: 800.475.2098 | Tel: 702.515.5970 | www.ges.com/chat



Order Directly Online:

<https://ordering.ges.com/Show/Info/071003013>

USE THESE SHIPPING LABELS AS THEY WILL EXPEDITE HANDLING. *Copies of these labels are acceptable if additional labels are needed.*

R-5



FROM:



FROM:



TO:

FULL EXHIBITING COMPANY NAME AT SHOW

AADE12 Annual Meeting & Exhibition

NAME OF EXHIBITION

071003013

BOOTH NUMBER

**C/O GES
YRC
Avram Worldwide Precedent Business Park
800 Commerce Pkwy W Dr, Ste A
Greenwood, IN 46143
USA**

SHIPMENT SHOULD ARRIVE ON OR BETWEEN:

Tuesday, June 26, 2012 - Wednesday, July 25, 2012

Please note, the Warehouse will be closed on July 4, 2012 in observance of the holiday.

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



TO:

FULL EXHIBITING COMPANY NAME AT SHOW

AADE12 Annual Meeting & Exhibition

NAME OF EXHIBITION

071003013

BOOTH NUMBER

**C/O GES
YRC
Avram Worldwide Precedent Business Park
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Carrier _____
Number _____ of _____ pieces





FROM:



TO:

FULL EXHIBITING COMPANY NAME AT SHOW

AADE12 Annual Meeting & Exhibition

NAME OF EXHIBITION

071003013

BOOTH NUMBER

C/O GES

**Indiana Convention Center, Halls A-E
100 South Capital Avenue
Indianapolis, IN 46225
USA**

SHIPMENT SHOULD ARRIVE ON OR BETWEEN:

Monday, July 30, 2012 after 8:00 AM - Wednesday, Aug 1, 2012 by 10:30 AM

CERTIFIED WEIGHT TICKETS ARE REQUIRED FOR ALL SHIPMENTS. Drivers must check in by 2:00 PM to be guaranteed same day unloading. In the event of weight discrepancies or shipments received without a certified weight certificate, a \$ 25.00 fee will be charged per shipment.

Carrier _____
Number _____ of _____ pieces



FROM:



TO:

FULL EXHIBITING COMPANY NAME AT SHOW

AADE12 Annual Meeting & Exhibition

NAME OF EXHIBITION

071003013

BOOTH NUMBER

C/O GES

**Indiana Convention Center, Halls A-E
100 South Capital Avenue
Indianapolis, IN 46225
USA**

SHIPMENT SHOULD ARRIVE ON OR BETWEEN:

Monday, July 30, 2012 after 8:00 AM - Wednesday, Aug 1, 2012 by 10:30 AM

CERTIFIED WEIGHT TICKETS ARE REQUIRED FOR ALL SHIPMENTS. Drivers must check in by 2:00 PM to be guaranteed same day unloading. In the event of weight discrepancies or shipments received without a certified weight certificate, a \$ 25.00 fee will be charged per shipment.

Carrier _____
Number _____ of _____ pieces



RETURN TO: Global Experience Specialists, Inc. (GES) • 7050 Lindell Road, Las Vegas, NV 89118-4702 • Fax: 866.329.1437 or 702.263.1520 for international exhibitors
 Contact us Online: www.ges.com/chat Phone: 800.475.2098 or 702.515.5970 for international exhibitors

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

AADE12 Annual Meeting & Exhibition
 Indiana Convention Center, Halls A-E
 August 1 - 3, 2012

Form Deadline Date:
 July 9, 2012

MANDATORY FORM*

COMPANY NAME	EMAIL ADDRESS	BOOTH NUMBER
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Please complete this form and return it to GES before the above Deadline Date so we can provide you with printed outbound material handling documents and shipping labels at the close of the show for you to review and sign. To take advantage of this service, please complete and return this form. If this form is not received by GES by the time of above Deadline Date, this pre-printing service will not be provided.

Shipping Information

FROM:

COMPANY/CONSIGNEE:	ATTENTION:			
STREET ADDRESS:	CITY:	STATE:	ZIP:	COUNTRY:
PHONE:	FAX:	BOOTH NUMBER:		

SHIPPING DESTINATION 1:

Number of Labels Needed:

COMPANY/CONSIGNEE:	ATTENTION:			
STREET ADDRESS:	CITY:	STATE:	ZIP:	COUNTRY:
PHONE:	FAX:	BOOTH NUMBER:		

SHIPPING DESTINATION 2:

Number of Labels Needed:

COMPANY/CONSIGNEE:	ATTENTION:			
STREET ADDRESS:	CITY:	STATE:	ZIP:	COUNTRY:
PHONE:	FAX:	BOOTH NUMBER:		

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.

Once your shipment is packed and ready to be picked up, please return the outbound material handling order form to the **GES Servicenter®**. Verify the piece count, weight, and that the signature is on the outbound material handling order 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.

*This form must be returned to GES for your order(s) to be processed.

Need Assistance?

Toll Free: 800.475.2098 | Tel: 702.515.5970 | www.ges.com/chat



RETURN TO: Global Experience Specialists, Inc. (GES) • 7050 Lindell Road, Las Vegas, NV 89118-4702 • Fax: 866.329.1437 or 702.263.1520 for international exhibitors
 Contact us Online: www.ges.com/chat Phone: 800.475.2098 or 702.515.5970 for international exhibitors

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AADE12 Annual Meeting & Exhibition

Indiana Convention Center, Halls A-E
 August 1 - 3, 2012

COMPANY NAME	EMAIL ADDRESS	BOOTH NUMBER:
SHOWSITE CONTACT	SHOWSITE CONTACT PHONE #	DATE/TIME OF ARRIVAL CONTACT'S HOTEL (OPTIONAL)
Pick Up Information		
DATE:	SHIPPING / RECEIVING HOURS (4 HOUR WINDOW REQUIRED):	
STREET ADDRESS:	CITY:	STATE: ZIP: COUNTRY:
PICK UP CONTACT:	PHONE NUMBER:	FAX NUMBER:
SHIPPING INSTRUCTIONS (ADDITIONAL CHARGES MAY APPLY):		MARK FOR WEEKEND PICK UP OR DELIVERY: <input type="checkbox"/> Pick Up <input type="checkbox"/> Delivery

Delivery Information			
DATE:	RECEIVING HOURS:		
DESTINATION:	EXHIBITOR NAME:		
SHOW NAME:	BOOTH NUMBER:		
STREET ADDRESS:	CITY:	STATE: ZIP: COUNTRY:	
SHOW CONTRACTOR:	CONTACT:	PHONE NUMBER:	

Method of Shipment		
Ground: <input type="checkbox"/> Less than a Truck Load <input type="checkbox"/> Truck Load Rates (Price Per Shipment) Shipments 0-100 lbs.* Shipments 101 lbs. and up* _____ *Subject to Applicable Surcharges	Air: <input type="checkbox"/> Next Day <input type="checkbox"/> 2nd Day <input type="checkbox"/> Deferred * Dim weight or actual weight, whichever is greater, will apply to Next Day and 2nd Day.	Special Instructions (Additional Charges May Apply)

Weight & Dimensions (Final Weight Subject to Correct Weight & Dimensions)											
Mark "X" in the H/M column to designate hazardous materials as defined in Department of Transportation Regulations.											
LIST EACH PIECE	H/M	DIMENSIONS IN INCHES			EST. WEIGHT	LIST EACH PIECE	H/M	DIMENSIONS IN INCHES			EST. WEIGHT
		L x	W x	H				L x	W x	H	
		L x	W x	H				L x	W x	H	
		L x	W x	H				L x	W x	H	
		L x	W x	H				L x	W x	H	
		L x	W x	H				L x	W x	H	
		L x	W x	H				L x	W x	H	
		L x	W x	H				L x	W x	H	

Total Pieces:	Total Weight:	Hazardous Materials Contact Number () _____ - _____
You must read the Terms and Conditions of Contract under which GES provides transportation services to you, our valued customer. The Terms and Conditions may be downloaded by going to www.ges.com/terms/logistics.aspx . If you do not have internet capability, a copy of the Terms and Conditions may be obtained by contacting your GES Logistics representative at 1.888.454.4437.		I agree in placing this order that I have accepted GES Payment Policy and GES Terms & Conditions of Contract. Authorized Signature - Please Sign: X
I have read and agree to the Terms and Conditions of Contract and have the right and authority to bind the exhibiting company referenced herein to such terms.		AUTHORIZED NAME - PLEASE PRINT _____ DATE _____

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.

Subject to individually determined rates or contracts that have been agreed upon in writing between GES and shipper, if applicable, otherwise to the rates, classifications and rules that have been established by GES and are available to the shipper, on request; **By signing this order form, shipper agrees to be bound by all its terms and conditions.**

062911

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AADE12 Annual Meeting & Exhibition

Indiana Convention Center, Halls A-E
August 1 - 3, 2012

IMPORTANT NOTICE

Global Experience Specialists, Inc. (GES) will establish a Marshaling Yard to ease congestion in the vicinity of Indiana Convention Center and to better utilize the available dock space at the convention center.

The address to this newly established Marshaling Yard is: COMING SOON

A \$40.00 per shipment fee will be added to your invoice for use of this marshaling service.

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

The Marshaling Yard process is as follows:

- 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 Indiana Convention 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 Indiana Convention 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. In the event of weight discrepancies or shipments received without a certified weight certificate, a \$25.00 fee will be charged per 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.

If we can answer any questions or be of assistance with your inbound freight arrangements, please contact our National Servicer at www.ges.com/chat.





Get **GES Global Transportation Plus** and
Save 10%
On Material Handling



GES Logistics provides an integrated network of carriers that service transportation solutions to over 80 countries by land, air and sea. Documentation services include ATA Carnet and temporary import bonds for the most comprehensive worldwide support available.

GES Global Transportation Plus delivers these unique benefits:

- **Save 10% on material handling when using GES Logistics roundtrip shipping**
- **Consolidated invoicing for material handling and shipping charges**
- **Managed transportation to and from the show floor**
- **On-site customer support**

Note: All international transportation services are subject to the terms, conditions, limits of liability and instructions as set forth by the carrier.

To request a quote contact us at geslogistic_International@ges.com

ges.com

Exhibitions | Events | ExperiencesSM

RETURN TO: Global Experience Specialists, Inc. (GES) • 7050 Lindell Road, Las Vegas, NV 89118-4702 • Fax: 866.329.1437 or 702.263.1520 for international exhibitors
 Contact us Online: www.ges.com/chat Phone: 800.475.2098 or 702.515.5970 for international exhibitors

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

AADE12 Annual Meeting & Exhibition
 Indiana Convention Center, Halls A-E
 August 1 - 3, 2012

Discount Deadline Date:
 July 9, 2012

COMPANY NAME	EMAIL ADDRESS	BOOTH NUMBER
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Important Information & Rates

Shipments to Storage - Shipments should be consigned to your booth. After inventorying the materials, please place your order for delivery of the materials into accessible storage to the GES Servicenter. GES representatives will give you special labels that you must place on the items you want placed into accessible storage. **ONLY** the items marked with these special labels will be placed in accessible storage. Do not use "Empty" labels.

Notice of Delivery - All remaining materials in accessible storage will be returned to the booth after the close of the show (delivery charges to apply).

Notice – You **MUST** have an authorized company representative present at the time of delivery to your booth to inventory the items and to sign for receipt of items. Delivery hours may be restricted, check with the representatives in the **GES Servicenter**.

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. Please call our confidential Always Honest hotline at 866.225.8230 to report fraudulent or unethical behavior. All rates are subject to change if necessitated by increased labor and material costs.

LABOR RATES ARE AS FOLLOWS:

Forklift with Operator		Discount	Regular	Show Site
5,000#, ST	Code: 705200	\$ 214.25	\$ 267.75	\$ 321.25
5,000#, OT	Code: 705200	\$ 300.00	\$ 375.00	\$ 450.00
5,000#, DT	Code: 705200	\$ 385.75	\$ 482.25	\$ 578.50

Worker per Hour		Discount	Regular	Show Site
Storage, ST	Code: 705044	\$ 84.50	\$ 105.50	\$ 126.50
Storage, OT	Code: 705044	\$ 126.50	\$ 158.00	\$ 189.50
Storage, DT	Code: 705044	\$ 168.50	\$ 211.00	\$ 253.00

Straight Time: Monday through Friday from 8:00 AM to 4:30 PM.
Overtime: All other times Monday through Friday. All day Saturday.
Double Time: All day Sunday & Holidays.
Discount Rate: Rate applies to orders placed on or before the above Discount Deadline Date.
Regular Rate: Rate applies to orders placed after the above Discount Deadline Date, but before the first day of exhibitor move-in.
Show Site Rate: Rate applies to orders placed at show site

Place Order Here

SCHEDULE DATE(S)	SCHEDULE START TIME	SCHEDULE END TIME	TOTAL # OF HOURS	TOTAL # OF FORKLIFTS	LABOR RATE	TOTAL
		AM PM				
		AM PM				
		AM PM				
		AM PM				

Please estimate the number of workers and hours per worker needed for delivery and removal above. 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.

Labor Payment Enclosed	\$
------------------------	----

ITEM#	DESCRIPTION	PRICE	QUANTITY	TOTAL PRICE
200513	Access Storage, Per Pallet/Piece	\$133.50		\$
A.	Payment Enclosed			\$

Please Indicate

Please describe your product:

I agree in placing this order that I have accepted GES Payment Policy and GES Terms & Conditions of Contract.

Authorized Signature - Please Sign: X

AUTHORIZED NAME - PLEASE PRINT	DATE
--------------------------------	------

Need Assistance?

Toll Free: 800.475.2098 | Tel: 702.515.5970 | www.ges.com/chat



Order Directly Online:
<https://ordering.ges.com/Show/Info/071003013>

RETURN TO: Global Experience Specialists, Inc. (GES) • 7050 Lindell Road, Las Vegas, NV 89118-4702 • Fax: 866.329.1437 or 702.263.1520 for international exhibitors
 Contact us Online: www.ges.com/chat Phone: 800.475.2098 or 702.515.5970 for international exhibitors

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AADE12 Annual Meeting & Exhibition
 Indiana Convention Center, Halls A-E
 August 1 - 3, 2012

Form Deadline Date:
 July 9, 2012

COMPANY NAME	EMAIL ADDRESS	BOOTH NUMBER
--------------	---------------	--------------

Special Freight Services — Small Passenger Vehicles Only!

Maximum Weight 200 lbs

- To facilitate the move-in and move-out of Exhibitors with small exhibit material shipments, Global Experience Specialists, Inc. (GES) is pleased to make available for hire, one (1) laborer with one (1) pushcart, for one (1) trip. Services can be made **one way** from the dock to your booth or your booth to the dock. Charges for these services are **\$65.00** Straight time, and **\$81.25** Overtime.
- This service is for those who have **small hand carry items** all of which must fit on a 3' x 4' push cart, in one trip only. **If you arrive with a truck, van, trailer, or truck with trailer filled with exhibit material you will not qualify for this service and will be redirected.**
- A cartload is eight (8) pieces or less, weighing less than 200 lbs. total. There is one cartload allowed per booth.
- Your vehicle must unload on the receiving dock of the exhibit hall. GES personnel will direct vehicles. The cart is not authorized to enter or go to any parking structure. There must be two (2) people with the vehicle; one person to go with your product to the booth space and one person to remove your vehicle from the unloading area to the parking area.
- **Freight that is too large or heavy will be charged Material Handling rates.** No personal trucks (one (1) ton & over), no rental trucks, trailers, or bobtails will be unloaded through cartload service.
- To receive this service, go to the Marshaling Yard and watch for the Cartload Service signs. Pre-orders will receive preferential service at show site, you may also order this service at the GES Servicenter.



Place Order Here				
ITEM#	DESCRIPTION	PRICE	QUANTITY	TOTAL PRICE
200506	Dock to Booth		1	\$
200506	Booth to Dock		1	\$
A.	Payment Enclosed			\$
I agree in placing this order that I have accepted GES Payment Policy and GES Terms & Conditions of Contract.				
Authorized Signature - Please Sign: X				
AUTHORIZED NAME - PLEASE PRINT			DATE	

Need Assistance?

Toll Free: 800.475.2098 | Tel: 702.515.5970 | www.ges.com/chat



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AADE12 Annual Meeting & Exhibition
 Indiana Convention Center, Halls A-E
 August 1 - 3, 2012

Form Deadline Date:
 July 9, 2012

COMPANY NAME _____ EMAIL ADDRESS _____ BOOTH NUMBER _____

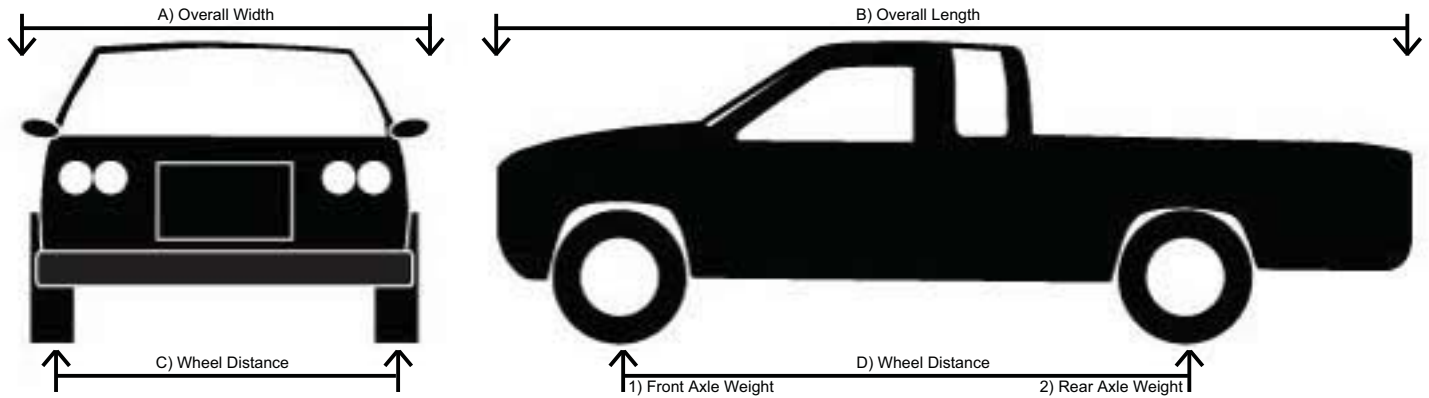
Global Experience Specialists, Inc. (GES) charges a round-trip fee of \$346.50 per vehicle to place a vehicle on the tradeshow floor. It is understood that this will apply to rolling stock, self-propelled, towed and/or pushed vehicles/machinery. GES will receive equipment at show site and deliver to the Exhibitor booth. We will also handle the outbound as an inclusive service. Please contact local office to schedule delivery.

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. Exhibitor's must stay clear during movement of the vehicle.

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

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.

Be advised that if you are planning to display a vehicle, you are required to provide the information listed on this page. A GES Representative will contact you regarding a specific time when to have your vehicle ready to go onto the tradeshow floor.



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	Total Price
1.									\$
2.									\$
3.									\$
4.									\$
5.									\$

* For dual Axle vehicles measure distance from the front wheel to between the back wheels

A. Payment Enclosed

I agree in placing this order that I have accepted GES Payment Policy and GES Terms & Conditions of Contract.

Authorized Signature - Please Sign: X

AUTHORIZED NAME - PLEASE PRINT _____ DATE _____

Need Assistance?

Toll Free: 800.475.2098 | Tel: 702.515.5970 | www.ges.com/chat

Order Directly Online: <https://ordering.ges.com/Show/Info/071003013>

RETURN WITH G-2: PAYMENT & CREDIT CARD CHARGE AUTHORIZATION FORM TO:

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 August 1 - 3, 2012

Form Deadline Date:
 July 09, 2012

COMPANY NAME	EMAIL ADDRESS	BOOTH NUMBER
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Storage Rates

Material Handling rates apply to all shipments arriving at Indiana Convention Center including shipments consigned to refrigerated & frozen storage (see form R2.)

The rate is \$ 133.50 per skid or portion thereof per day. Storage charges begin on the day the shipment is received. Labor for delivery is not included.

Minimum charge per day is one (1) skid. An additional one-time handling charge: for 1 - 4 skids; for more than 4 skids will be added to the charges. One skid is equivalent to 4' wide, 4'deep and up to 6' tall.

There are special arrangements for the storage and delivery of these products. For more information please contact GES at (800) 475-2098.

Notice Of Delivery

ALL product going into storage **MUST** have the Special Labels that are provided in this section. Please specify your **Booth Number and Service Required** no later than the **deadline date above**.

Shipments will be accepted beginning at: 8:00 AM, Monday, July 30, 2012
Target dates do not apply to Refrigerated & Frozen Storage

All Shipments MUST be consigned as follows:

Name of Exhibiting Company
Show Name
 Your Booth # _____
c/o Refrigerated or Frozen Storage
 Indiana Convention Center
 100 South Capital Avenue
 Indianapolis, IN 46225

The items to be stored will be arriving on:
 Date: _____ Time: _____ (am)(pm)

Daily Deliveries / Material Handling

Upon confirmation of your storage order, GES will provide an order form to schedule labor for your anticipated storage delivery needs. A work order must be confirmed at the storage control center each time material is moved to or from storage. The work order must be signed by a representative of the exhibitor when delivery is made.

The charges for the service are as follows:
 Laborers to deliver material to and from storage:

- Monday through Friday from 8:00 AM to 4:30 PM. — \$ 84.50/ per Hour
- Monday through Friday from 4:30 PM to 11:59 PM. All Day Saturday. — \$ 126.50/ per Hour
- All other times Monday through Friday. All day Sunday & Holidays. — \$ 168.50/ per Hour

Minimum charge is one (1) hour per manper delivery. Additional charges will apply for equipment used (forklift, pallet jack and scooter).

During Show days, with the massive congestion in the aisles, it will take an additional amount of time for deliveries and it will be necessary to use a minimum of two laborers.

Advance Storage Reservation

Your credit card must be on file with GES to make an advance storage reservation. See "Payment & Credit Card Charge Authorization" for credit card authorization.

Storage space is limited. Space will be guaranteed on a first come, first serve basis.

Make your reservation early by completing this form, enclosing your deposit and mailing it to the address above before the deadline date.

Storage Details

Refrigerated Storage for a total of _____ per skid
 Frozen Storage for a total of _____ per skid

Please describe your product: _____

• NOTE: Due to temporary storage conditions, temperature regulations may vary 10-20°. GES will make every attempt to store your product according to specifications. GES assumes no liability for losses due to these conditions. Please note the following temperature regulations for storage:

Frozen Storageapproximately 25° below 0° F
 Refrigerated Storageapproximately 35° - 40° F

Notice

You **MUST** have an authorized company representative present at the time of delivery to your booth to inventory the items and to sign for them.

CHECK FOR CORRECT CONSIGNMENT INSTRUCTIONS AND ADVISE GES OF BOOTH DELIVERY NEEDS BEFORE THE DEADLINE DATE ABOVE.

NOTE: STORAGE IS IN TRAILERS.

Place Order Here

DESCRIPTION	# OF SKIDS	PRICE/SKID	# OF DAYS	TOTAL PRICE
Refrigerated		\$133.50		\$
Frozen		\$133.50		\$
One Time Handling Charge (or)				\$
A. Total All items Ordered				\$
B. Rental Tax: 7.0%			A x 7% = B	\$
C. Total Payment Enclosed			A + B = C	\$

I agree in placing this order that I have accepted GES payment Policy and GES Terms & Conditions of Contract.

Authorized Signature X

AUTHORIZED NAME - PLEASE PRINT	DATE
--------------------------------	------

We understand that your calculation is only an estimate. Invoicing will be done from the actual size. Adjustments will be made accordingly.

Need Assistance?

Toll Free: 800.475.2098 | Tel: 702.515.5970 | www.ges.com/chat

121371 Csfm



FROM:



FROM:

DIRECT SHIPMENT

TO:

EXHIBITING COMPANY

AADE12 Annual Meeting & Exhibition

NAME OF EXHIBITION

BOOTH NUMBER

**C/O GES
Indiana Convention Center, Halls A-E
100 South Capital Avenue
Indianapolis, IN 46225
USA**

**SHIPMENT SHOULD ARRIVE ONLY ON:
Monday, July 30, 2012 8:00 AM - 10:30 AM**

Certified weight tickets are required for all shipments.

Carrier _____
Number _____ of _____ pieces

DIRECT SHIPMENT

TO:

EXHIBITING COMPANY

AADE12 Annual Meeting & Exhibition

NAME OF EXHIBITION

BOOTH NUMBER

**C/O GES
Indiana Convention Center, Halls A-E
100 South Capital Avenue
Indianapolis, IN 46225
USA**

**SHIPMENT SHOULD ARRIVE ONLY ON:
Monday, July 30, 2012 8:00 AM - 10:30 AM**

Certified weight tickets are required for all shipments.

Carrier _____
Number _____ of _____ pieces



FROM:



FROM:

DIRECT SHIPMENT

TO:

EXHIBITING COMPANY

AADE12 Annual Meeting & Exhibition


NAME OF EXHIBITION

BOOTH NUMBER

C/O GES
Indiana Convention Center, Halls A-E
100 South Capital Avenue
Indianapolis, IN 46225
USA

SHIPMENT SHOULD ARRIVE ONLY ON:
Monday, July 30, 2012 8:00 AM - 10:30 AM

Certified weight tickets are required for all shipments.

Carrier _____
 Number _____ of _____ pieces 

DIRECT SHIPMENT

TO:

EXHIBITING COMPANY

AADE12 Annual Meeting & Exhibition


NAME OF EXHIBITION

BOOTH NUMBER

C/O GES
Indiana Convention Center, Halls A-E
100 South Capital Avenue
Indianapolis, IN 46225
USA

SHIPMENT SHOULD ARRIVE ONLY ON:
Monday, July 30, 2012 8:00 AM - 10:30 AM

Certified weight tickets are required for all shipments.

Carrier _____
 Number _____ of _____ pieces 

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AADE12 Annual Meeting & Exhibition
 Indiana Convention Center, Halls A-E
 August 1 - 3, 2012

Discount Deadline Date:
 July 9, 2012

Go to below link to view images and information:
<http://ges.com/ecomm/info/A1-Brochure-CORE.pdf>

COMPANY NAME	EMAIL ADDRESS	BOOTH NUMBER
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Price List

ITEM#	DESCRIPTION	DISCOUNT PRICE	REGULAR PRICE	ITEM#	DESCRIPTION	DISCOUNT PRICE	REGULAR PRICE
Chairs				Accessories			
300051	Chair, Contemporary Arm, 23"W 18"D 31"H	\$ 86.00	\$ 129.00	300104	Garment Rack	\$ 93.75	\$ 141.00
300052	Chair, Contemporary Side, 19.5"W 18"D 31"H	\$ 101.00	\$ 151.50	300106	Literature Rack	\$ 157.50	\$ 237.00
300050	Chair, Plastic Contour, 18"W 18.5"D 32"H	\$ 64.00	\$ 96.25	300201	Pegboard, White, 4'x8'	\$ 180.25	\$ 271.00
300053	Stool, Contemporary, 17"W 18"D 48"H	\$ 117.50	\$ 176.25	305182	Refrigerator, White, 20"L 22"D 33"H	\$ 369.75	\$ 555.25
Tables				300120	Sign Holder, Bell Base	\$ 84.75	\$ 126.75
300057	Table, Rectangle, 24"x36"x30" High	\$ 83.00	\$ 124.75	300108	Sign Holder, Chrome, 22"x28"	\$ 84.75	\$ 126.75
300056	Table, Square, 24"x24"x30" High	\$ 105.00	\$ 157.50	300211	Tackboard, 4'x8'	\$ 190.50	\$ 286.25
300059	Table, Starbase, 30" Diameter x 40" High	\$ 229.75	\$ 345.00	300112	Ticket Tumbler, Small, Table Top	\$ 145.25	\$ 218.25
300058	Table, Starbase, 40" Diameter x 30" High	\$ 229.75	\$ 345.00	300113	Wastebasket	\$ 12.35	\$ 16.05
Skirted Tables				300118	Waterfall Stand	\$ 93.75	\$ 141.00
Skirting for Tables - White Vinyl Top and Pleated Skirt				Prices include delivery, installation, rental, and removal.			
3004	Table 4', Skirted 4 Sides, 24" x 30" High	\$ 152.50	\$ 228.75				
3006	Table 6', Skirted 3 Sides, 24" x 30" High	\$ 114.00	\$ 148.25				
3008	Table 8', Skirted 3 Sides, 24" x 30" High	\$ 188.50	\$ 283.25				
3007	Table, Skirt 4th Side	\$ 48.00	\$ 71.75				
Skirted Counters							
Skirting for Counters - White Vinyl Top and Pleated Skirt							
3014	Counter 4', Skirted 4 Sides, 24" x 42" High	\$ 179.25	\$ 268.75				
3016	Counter 6', Skirted 3 Sides, 24" x 42" High	\$ 162.75	\$ 244.00				
3018	Counter 8', Skirted 3 Sides, 24" x 42" High	\$ 233.75	\$ 351.25				
3017	Counter, Skirt 4th Side	\$ 48.00	\$ 71.75				
Risers							
300193	Riser 4', Double Tier, 48"x8"x16" High	\$ 59.00	\$ 88.50				
300191	Riser 4', Single Tier, 48"x8"x8" High	\$ 41.50	\$ 62.25				
300194	Riser 6', Double Tier, 72"x8"x16" High	\$ 75.75	\$ 113.25				
300192	Riser 6', Single Tier, 72"x8"x8" High	\$ 59.00	\$ 88.50				
Custom Booth Drape							
3001	Drape, 3' High, Per Foot, 4' Minimum	\$ 17.15	\$ 25.75				
3002	Drape, 8' High, Per Foot, 4' Minimum	\$ 20.65	\$ 31.00				
Accessories							
300124	Aisle Stanchion Chain, Plastic, Per Foot	\$ 5.25	\$ 7.90				
300123	Aisle Stanchion, without Chain	\$ 50.00	\$ 75.00				
300103	Aluminum Easel	\$ 68.00	\$ 102.00				
300111	Bag Stand	\$ 93.75	\$ 141.00				
300102	Coat Rack	\$ 93.75	\$ 141.00				

Please Indicate Choice

Place Order Here

Drape / Skirt Color (3004, 3006, 3008, 3007, 3014, 3016, 3018, 3017, 3002 ONLY)

Gray will be provided if no color is indicated below:

- | | | |
|-----------------------------------|---------------------------------------|---------------------------------|
| <input type="checkbox"/> Beige | <input type="checkbox"/> Black | <input type="checkbox"/> Blue |
| <input type="checkbox"/> Burgundy | <input type="checkbox"/> Forest Green | <input type="checkbox"/> Gold |
| <input type="checkbox"/> Gray | <input type="checkbox"/> Mauve | <input type="checkbox"/> Purple |
| <input type="checkbox"/> Red | <input type="checkbox"/> Teal | <input type="checkbox"/> White |

4th Side Table Skirt (3007 ONLY)

- 6' Table 8' Table

4th Side Counter Skirt (3017 ONLY)

- 6' Counter 8' Counter

Tackboard/Perfboard Alignment (300201 and 300211 ONLY)

- Horizontal Vertical

Please include Booth Layout form (H-3) for placement of items.

Orders received after the discount deadline date are subject to availability and/or substitutions.

ITEM#	DESCRIPTION	PRICE	QUANTITY	TOTAL PRICE
				\$
				\$
				\$
				\$
A.	Total All Items Ordered			\$
B.	Rental Tax: 7%		A x 7 % = B	\$
C.	Payment Enclosed		A + B = C	\$
I agree in placing this order that I have accepted GES Payment Policy and GES Terms & Conditions of Contract.				
Authorized Signature - Please Sign: X				
AUTHORIZED NAME - PLEASE PRINT				DATE

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

Need Assistance?

Toll Free: 800.475.2098 | Tel: 702.515.5970 | www.ges.com/chat



Order Directly Online:

<https://ordering.ges.com/Show/Info/071003013>

RETURN WITH G-2: PAYMENT & CREDIT CARD CHARGE AUTHORIZATION FORM TO:

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

AADE12 Annual Meeting & Exhibition
 Indiana Convention Center, Halls A-E
 August 1 - 3, 2012

Discount Deadline Date:
 July 9, 2012

COMPANY NAME	EMAIL ADDRESS	Booth Number
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GES Furniture Packages offer significant savings!

Price List

ITEM#	DESCRIPTION	DISCOUNT PRICE	REGULAR PRICE	ITEM#	DESCRIPTION	DISCOUNT PRICE	REGULAR PRICE
400011	Furniture Package 1 Includes 10% Off: (2) Plastic Contour Chairs, (1) 6' Skirted Table 24"X30", (1) Wastebasket.	\$ 228.92	\$ 321.12	400012	Furniture Package 2 Includes 10% Off: (4) Contemporary Arm Chairs, (1) Starbase Table 40"X30", (1) Wastebasket.	\$ 527.49	\$ 789.35

Prices include delivery, installation, rental, and removal.

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

Please Indicate Choice

Place Order Here

Table Skirt Color (Item # 400011 ONLY).

Gray will be provided if no color is indicated below:

- | | | |
|-----------------------------------|---------------------------------------|---------------------------------|
| <input type="checkbox"/> Beige | <input type="checkbox"/> Black | <input type="checkbox"/> Blue |
| <input type="checkbox"/> Burgundy | <input type="checkbox"/> Forest Green | <input type="checkbox"/> Gold |
| <input type="checkbox"/> Gray | <input type="checkbox"/> Mauve | <input type="checkbox"/> Purple |
| <input type="checkbox"/> Red | <input type="checkbox"/> Teal | <input type="checkbox"/> White |

ITEM#	DESCRIPTION	PRICE	QUANTITY	TOTAL PRICE
400011	Furniture Package 1			\$
400012	Furniture Package 2			\$
A.	Total All Items Ordered			\$
B.	Rental Tax: 7%		A x 7% = B	\$
C.	Payment Enclosed		A + B = C	\$

I agree in placing this order that I have accepted GES Payment Policy and GES Terms & Conditions of Contract.

Authorized Signature - Please Sign: X

AUTHORIZED NAME - PLEASE PRINT	DATE
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Go to below link to view images and information:
<http://ges.com/ecom/info/B1-Brochure-CORE.pdf>

Price List

ITEM#	DESCRIPTION	DISCOUNT PRICE	REGULAR PRICE	ITEM#	DESCRIPTION	DISCOUNT PRICE	REGULAR PRICE
Seating - Sofas and Loveseats				Seating - Office and Utility Seating			
305066	Loveseat, Black Leather, 64"L 36"D 34"H	\$ 701.50	\$ 1,050.00	305147	Chair, Luxor, High Back, 27"L 28"D 47"H Adj.	\$ 401.00	\$ 601.75
305068	Loveseat, Key West, Black, 57"L 35"D 33"H	\$ 486.25	\$ 729.75	305148	Chair, Luxor, Med. Back, 27"L 28"D 41"H Adj.	\$ 366.50	\$ 550.25
305067	Loveseat, Newport, Charcoal Leather, 54"L 34"D 33"	\$ 768.50	\$ 1,155.00	305076	Chair, Otto, Highback Black, 23"L 21"D 43"H	\$ 436.75	\$ 655.25
305118	Sectional, 3 pc., Newport, Charcoal, 113"L 34"D 33"	\$ 1,522.50	\$ 2,289.00	305126	Chair, Task, 25"L 26"D 21"H	\$ 145.00	\$ 217.25
305120	Sectional, South Beach, 3 pc., Platinum, 152"L 40"D	\$ 1,396.50	\$ 2,100.00	305112	Chair, Tilt with Arms, Black, 26"L 25"D 34"H	\$ 273.00	\$ 409.50
305117	Sofa, Astro, 83"L 36"D 29"H	\$ 704.50	\$ 1,060.50	305043	Stool, Drafting, 25"L 26"D 34"H	\$ 211.00	\$ 317.00
305125	Sofa, Key West, Black, 85"L 35"D 33"H	\$ 546.00	\$ 819.00	Seating - Barstools			
305121	Sofa, Lisbon, Black Leather, 88"L 36"D 34"H	\$ 766.50	\$ 1,155.00	305012	Barstool, Banana, Black, 21"L 22"D 30"H	\$ 157.50	\$ 236.25
305116	Sofa, Marrakesh, Light Beige, 84"L 37"D 34"H	\$ 632.00	\$ 948.25	305013	Barstool, Banana, White, 21"L 22"D 30"H	\$ 157.50	\$ 236.25
305124	Sofa, Memphis, 55"L 31"D 28"H	\$ 671.00	\$ 1,007.00	305010	Barstool, Gin, Maple, 16"L 16"D 29"H	\$ 202.75	\$ 304.50
305123	Sofa, Rio, Blue Suede, 76"L 34"D 33"H	\$ 656.25	\$ 985.00	305023	Barstool, Ice, Transparent/Chrome, 16.75"L 16"D 32"	\$ 205.75	\$ 308.75
305119	Sofa, South Beach, Platinum Suede, 69"L 29"D 33"H	\$ 638.50	\$ 957.50	305011	Barstool, Jetson, Black, 18"L 19"D 29"H	\$ 261.50	\$ 392.75
Seating - Club Chairs				305006	Barstool, Ohio, Black, 18" Round 31"H Adj.	\$ 225.75	\$ 339.25
305081	Chair, Astro Light Beige, 36"L 36"D 29"H	\$ 476.75	\$ 715.00	305007	Barstool, Ohio, Grey, 18" Round 31"H Adj.	\$ 225.75	\$ 339.25
305072	Chair, Barcelona, Black, 30"L 31"D 29"H	\$ 777.00	\$ 1,165.50	305005	Barstool, Ohio, Red, 18" Round 31"H Adj.	\$ 225.75	\$ 339.25
305073	Chair, Barcelona, White, 30"L 30"D 31"H	\$ 812.75	\$ 1,218.00	305009	Barstool, Oslo, Blue, 17"L 20"D 30"H	\$ 287.75	\$ 431.50
305181	Chair, Blue Suede, 39"L 34"D 33"H	\$ 509.25	\$ 764.50	305008	Barstool, Oslo, White, 17"L 20"D 30"H	\$ 287.75	\$ 431.50
305074	Chair, Cappuccino, 29"L 29"D 34"H	\$ 369.50	\$ 554.50	Tables - Cafe			
305180	Chair, Globus, 28"L 26"D 28"H	\$ 343.25	\$ 515.50	305162	Table, Cafe, Blue/Black, 30" Round 29"H	\$ 221.50	\$ 332.75
305178	Chair, Lisbon, Black Leather, 40"L 36"D 34"H	\$ 532.25	\$ 799.00	305154	Table, Cafe, Blue/Chrome, 30" Round 29"H	\$ 295.00	\$ 443.00
305080	Chair, Marrakesh, Light Beige, 34"L 37"D 38"H	\$ 440.00	\$ 660.50	305164	Table, Cafe, Graphite/Black, 30" Round 29"H	\$ 221.50	\$ 332.75
305127	Chair, Memphis, 27.25"L 31.75"D 27.5"H	\$ 431.50	\$ 647.75	305167	Table, Cafe, Graphite/Black, 36" Round 29"H	\$ 258.25	\$ 387.50
305179	Chair, Newport, Charcoal Leather, 24"L 34"D 33"H	\$ 455.75	\$ 683.50	305156	Table, Cafe, Graphite/Chrome, 30" Round 29"H	\$ 295.00	\$ 443.00
305070	Chair, Tub, Key West, Black, 31"L 31"D 31"H	\$ 373.75	\$ 560.75	305159	Table, Cafe, Graphite/Chrome, 36" Round 29"H	\$ 350.75	\$ 526.00
305035	Corner, Charcoal Leather, 34"L 34"D 33"H	\$ 528.25	\$ 792.75	305166	Table, Cafe, Grey/Black, 36" Round 29"H	\$ 258.25	\$ 387.50
Seating - Chairs				305158	Table, Cafe, Grey/Chrome, 36" Round 29"H	\$ 350.75	\$ 526.00
305152	Chair, Altura, Guest, 25"L 20"D 34"H	\$ 295.00	\$ 443.00	305165	Table, Cafe, Maple/Black, 30" Round 29"H	\$ 221.50	\$ 332.75
305041	Chair, Berlin, Black/White, 18"L 22"D 32"H	\$ 114.50	\$ 172.25	305168	Table, Cafe, Maple/Black, 36" Round 29"H	\$ 258.25	\$ 387.50
305042	Chair, Berlin, Red/White, 18"L 22"D 32"H	\$ 114.50	\$ 172.25	305157	Table, Cafe, Maple/Chrome, 30" Round 29"H	\$ 295.00	\$ 443.00
305110	Chair, Brewer, Black, 20"L 20"D 32"H	\$ 147.00	\$ 220.50	305160	Table, Cafe, Maple/Chrome, 36" Round 29"H	\$ 350.75	\$ 526.00
305109	Chair, Brewer, Gray, 20"L 20"D 32"H	\$ 147.00	\$ 220.50	305161	Table, Cafe, Red/Black, 30" Round 29"H	\$ 221.50	\$ 332.75
305079	Chair, Ice Transparent/Chrome, 17.25"L 20"D 32"H	\$ 205.75	\$ 308.75	305153	Table, Cafe, Red/Chrome, 30" Round 29"H	\$ 295.00	\$ 443.00
305034	Chair, Iso Mesh Black, 36"L 24"D 38"H	\$ 308.75	\$ 463.00	305163	Table, Cafe, Silver/Black, 30" Round 29"H	\$ 286.75	\$ 430.50
305111	Chair, Jetson, 19"L 18"D 31"H	\$ 195.25	\$ 293.00	305155	Table, Cafe, Silver/Chrome, 30" Round 29"H	\$ 360.25	\$ 540.75
305149	Chair, Luxor, Guest, 27"L 28"D 40"H	\$ 325.50	\$ 488.25	Tables - Bar			
305113	Chair, Manhattan, 26"L 22"D 34"H	\$ 236.25	\$ 355.00	305131	Table, Bar, Blue/Black, 30" Round 42"H	\$ 230.00	\$ 345.50
305108	Chair, New York, 23"L 32"D 33"H	\$ 201.50	\$ 302.50	305140	Table, Bar, Blue/Chrome, 30" Round 42"H	\$ 301.25	\$ 452.50
305115	Chair, Panton, White, 20"L 34"D 33"H	\$ 213.25	\$ 320.25	305133	Table, Bar, Graphite/Black, 30" Round 42"H	\$ 230.00	\$ 345.50
305078	Chair, Stage, Beige, 24"L 26"D 36"H	\$ 203.75	\$ 305.50	305136	Table, Bar, Graphite/Black, 36" Round 42"H	\$ 283.50	\$ 425.25
305071	Chair, Stage, Camel, 24"L 26"D 36"H	\$ 203.75	\$ 305.50	305142	Table, Bar, Graphite/Chrome, 30" Round 42"H	\$ 301.25	\$ 452.50
305077	Chair, Stage, Onyx, 24"L 26"D 36"H	\$ 203.75	\$ 305.50	305145	Table, Bar, Graphite/Chrome, 36" Round 42"H	\$ 355.00	\$ 532.25
305075	Chair, Stage, Red, 24"L 26"D 36"H	\$ 203.75	\$ 305.50	305135	Table, Bar, Grey/Black, 36" Round 42"H	\$ 283.50	\$ 425.25
305069	Chair, T-Vac Translucent, 25"L 23"D 30"H	\$ 302.50	\$ 453.50	305144	Table, Bar, Grey/Chrome, 36" Round 42"H	\$ 355.00	\$ 532.25
Seating - Ottomans				305134	Table, Bar, Maple/Black, 30" Round 42"H	\$ 230.00	\$ 345.50
305088	Ottoman, Bench, Black, 24"L 60"D 17"H	\$ 408.50	\$ 613.25	305137	Table, Bar, Maple/Black, 36" Round 42"H	\$ 283.50	\$ 425.25
305089	Ottoman, Bench, White, 24"L 60"D 17"H	\$ 408.50	\$ 613.25	305143	Table, Bar, Maple/Chrome, 30" Round 42"H	\$ 301.25	\$ 452.50
305085	Ottoman, Cube, Black, 17"L 17"D 18"H	\$ 106.00	\$ 159.50	305146	Table, Bar, Maple/Chrome, 36" Round 42"H	\$ 355.00	\$ 532.25
305083	Ottoman, Cube, Blueberry, 17"L 17"D 18"H	\$ 106.00	\$ 159.50	305130	Table, Bar, Red/Black, 30" Round 42"H	\$ 230.00	\$ 345.50
305082	Ottoman, Cube, Lemon, 17"L 17"D 18"H	\$ 106.00	\$ 159.50	305139	Table, Bar, Red/Chrome, 30" Round 42"H	\$ 301.25	\$ 452.50
305084	Ottoman, Cube, Raspberry, 17"L 17"D 18"H	\$ 106.00	\$ 159.50	305132	Table, Bar, Silver/Black, 30" Round 42"H	\$ 301.25	\$ 452.50
305093	Ottoman, Cube, White Leather, 17"L 17"D 18"H	\$ 99.75	\$ 150.25	305141	Table, Bar, Silver/Chrome, 30" Round 42"H	\$ 372.75	\$ 559.75
305086	Ottoman, Half Round, Black, 72"L 36"D 17"H	\$ 406.25	\$ 610.00	Tables - Cocktail			
305087	Ottoman, Half Round, White, 72"L 36"D 17"H	\$ 406.25	\$ 610.00	305017	Table, Cocktail, Geo, Black, 50"L 22"D 16"H	\$ 236.25	\$ 355.00
305094	Ottoman, Oval, Black, 52"L 32"D 19"H	\$ 305.50	\$ 458.75	305014	Table, Cocktail, Geo, Chrome, 50"L 22"D 16"H	\$ 241.50	\$ 362.25
305095	Ottoman, Oval, White, 52"L 32"D 19"H	\$ 305.50	\$ 458.75	305020	Table, Cocktail, Inspiration, 42"L 28"D 18"H	\$ 317.00	\$ 475.75
305092	Ottoman, South Beach, Wedge, Platinum, 25"L 31"D	\$ 243.50	\$ 365.50	305016	Table, Cocktail, Silverado, 36" Round 17"H	\$ 279.25	\$ 419.00
305090	Ottoman, Square, Black, 40"L 40"D 17"H	\$ 340.25	\$ 510.25	305015	Table, Cocktail, Soho, 38"L 38"D 18.5"H	\$ 366.50	\$ 550.25
305091	Ottoman, Square, White, 40"L 40"D 17"H	\$ 340.25	\$ 510.25	305025	Table, Cocktail, Sydney Black, 48"L 26"D 18"H	\$ 315.00	\$ 472.50
Seating - Office and Utility Seating				305024	Table, Cocktail, Sydney White, 48"L 26"D 18"H	\$ 315.00	\$ 472.50
305150	Chair, Altura, High Back, 25"L 25"D 43"H Adj.	\$ 357.00	\$ 535.50	305022	Table, Cocktail, Visions, 48"L 28"D 17"H	\$ 227.75	\$ 342.25
305151	Chair, Altura, Med. Back, 25"L 25"D 37"H Adj.	\$ 342.25	\$ 513.50				
305114	Chair, Flex with Wheels, 24"L 22"D 31"H	\$ 159.50	\$ 239.50				

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COMPANY NAME	EMAIL ADDRESS	BOOTH NUMBER
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Price List

ITEM#	DESCRIPTION	DISCOUNT PRICE	REGULAR PRICE	ITEM#	DESCRIPTION	DISCOUNT PRICE	REGULAR PRICE
404200	GEM #3 10' x 10' Package <i>Includes: (1) 10' x 10' Standard Exhibit System, (1) 10' x 10' Standard 13oz Carpet, (3) Contemporary Stools, (1) Starbase Table 30"X40", (1) Wastebasket.</i>	\$ 4,034.85	\$ 6,050.05	404104	Bar Package <i>Includes: (2) White Oslo Barstools, (1) Martini Bar.</i>	\$ 1,741.00	\$ 2,616.50
404201	GEM #4 10' x 20' Package <i>Includes: (1) 10' x 20' Standard Exhibit System, (1) 10' x 20' Standard 13oz Carpet, (2) Contemporary Stools, (1) Wastebasket.</i>	\$ 7,817.85	\$ 11,729.55	404101	Barcelona Club Package <i>Includes: (2) Black Barcelona Chairs, (1) Inspiration End Table.</i>	\$ 1,855.25	\$ 2,783.50
404011	Stool Package A <i>Includes: (2) Contemporary Stools, (1) Starbase Table 30"X40", (1) Wastebasket.</i>	\$ 477.10	\$ 713.55	404103	Deluxe Chair Package <i>Includes: (2) New York Chairs, (1) Cafe Table 36"X29".</i>	\$ 753.75	\$ 1,131.00
404002	Chair Package B <i>Includes: (1) 10' x 20' Contemporary Arm Chairs, (1) 6' Skirted Table 24"X30", (1) Wastebasket.</i>	\$ 298.35	\$ 422.30	404110	Newport Collection <i>Includes: (1) 3-Piece Newport Sectional (Charcoal Leather), (1) Soho Coffee Table.</i>	\$ 1,889.00	\$ 2,839.25
404012	Stool Package B <i>Includes: (2) Contemporary Stools, (1) 6' Skirted Counter 24"X42", (1) Wastebasket.</i>	\$ 410.10	\$ 612.55	404107	Premium Chair Package <i>Includes: (2) Black Brewer Chairs, (1) Bar Table 36"X29".</i>	\$ 644.75	\$ 967.00
				404105	Premium Pedestal Package <i>Includes: (2) Black Banana Barstools, (1) Locking Pedestal.</i>	\$ 775.00	\$ 1,162.25
				404106	Premium Stool Package <i>Includes: (2) White Banana Barstools, (1) Bar Table 30"X42".</i>	\$ 616.25	\$ 925.00
				404109	Rio Collection <i>Includes: (1) Blue Suede Rio Sofa, (1) Blue Suede Rio Chair, (1) Inspiration Coffee Table.</i>	\$ 1,482.50	\$ 2,225.25
				404108	South Beach Club Collection <i>Includes: (1) White Half-Round Ottoman, (1) 3-Piece South Beach Sectional (Platinum Suede).</i>	\$ 1,802.75	\$ 2,710.00

Prices include delivery, installation, rental, and removal.

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

Please Indicate Choice

- 13 oz. Standard Carpet Colors** (404200, 404201 ONLY).
 Gray will be provided if no color is indicated below:
- | | | |
|-----------------------------------|--|-----------------------------------|
| <input type="checkbox"/> Black | <input type="checkbox"/> Blue | <input type="checkbox"/> Blue Jay |
| <input type="checkbox"/> Burgundy | <input type="checkbox"/> Emerald Green | <input type="checkbox"/> Gray |
| <input type="checkbox"/> Pepper | <input type="checkbox"/> Red | |
- Table Skirt Color** (404002, 404012 ONLY).
 Gray will be provided if no color is indicated below:
- | | | |
|-----------------------------------|---------------------------------------|---------------------------------|
| <input type="checkbox"/> Beige | <input type="checkbox"/> Black | <input type="checkbox"/> Blue |
| <input type="checkbox"/> Burgundy | <input type="checkbox"/> Forest Green | <input type="checkbox"/> Gold |
| <input type="checkbox"/> Gray | <input type="checkbox"/> Mauve | <input type="checkbox"/> Purple |
| <input type="checkbox"/> Red | <input type="checkbox"/> Teal | <input type="checkbox"/> White |
- Panel Type and Color** (404200, 404201 ONLY).
 Fabric: Gray will be provided if no color is indicated below:
- | | |
|---|---|
| <input type="checkbox"/> Coated: Black | <input type="checkbox"/> Coated: Oxford White |
| <input type="checkbox"/> Coated: Prism Blue | <input type="checkbox"/> Coated: Silver Gray |
| <input type="checkbox"/> Fabric: Black | <input type="checkbox"/> Fabric: Blue |
| <input type="checkbox"/> Fabric: Gray | |
- Trim Metal Color** (404200, 404201 ONLY).
 Silver will be provided if no color is indicated below:
- | | |
|--------------------------------|---------------------------------|
| <input type="checkbox"/> Black | <input type="checkbox"/> Silver |
|--------------------------------|---------------------------------|

Place Order Here

ITEM#	DESCRIPTION	PRICE	QUANTITY	TOTAL PRICE
				\$
				\$
				\$
				\$
A.	Total All Items Ordered			\$
B.	Rental Tax: 7%		A x 7% = B	\$
C.	Payment Enclosed		A + B = C	\$

I agree in placing this order that I have accepted GES Payment Policy and GES Terms & Conditions of Contract.

Authorized Signature - Please Sign: X

AUTHORIZED NAME - PLEASE PRINT	DATE
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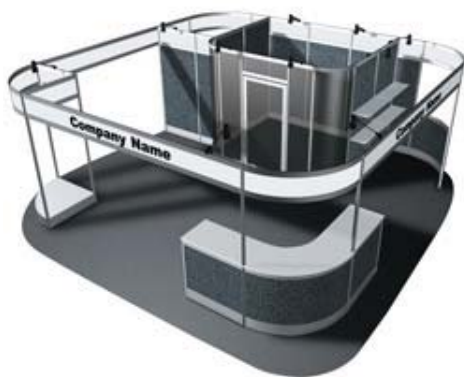
<https://ordering.ges.com/Show/Info/071003013>

Standard Exhibits

With 5 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.

20x20 Exhibits



600005 - Exhibit System GEM #5, 20'x20' Island Includes:

- three digitally printed signs
- one locking office
- four shelves
- one curved counter
- two 1m counters
- ten arm lights
- one standard 20' x 20' carpet
- no padding

10x20 Exhibits



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

- one 116-7/8" x 12" digitally printed signs
- one 57-13/16" x 12" digitally printed signs
- 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
- two shelves
- 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

6ft Table Display



600001 - Exhibit System GEM #1, 6' Tabletop Display Includes:

- one custom ID sign
- three arm lights
- two shelves
- one 6' skirted table
- no carpet and 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 Exhibits

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"



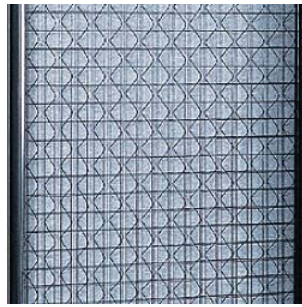
600222 - Exhibit, Light Box, Medium 37"x56"



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



Coated: Oxford White



Coated: Prism Blue



Coated: Silver Gray



Fabric: Black



Fabric: Blue



Fabric: Gray

Trim Color



Black



Silver

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.

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ITEM#	DESCRIPTION	DISCOUNT PRICE	REGULAR PRICE	ITEM#	DESCRIPTION	DISCOUNT PRICE	REGULAR PRICE
<p>20x20 Exhibits</p>				<p>Accessories</p>			
600005	Exhibit System GEM #5, 20'x20' Island	\$ 11,268.25	\$ 16,902.25	661931	Exhibit, Panel, Slatwall, 1M x 8'	\$ 521.25	\$ 781.75
<p>10x20 Exhibits</p>				600291	Exhibit, Panel, Wirewall, 1M	\$ 508.75	\$ 763.25
600004	Exhibit System GEM #4, 10'x20' Inline	\$ 7,570.50	\$ 11,361.00	600243	Exhibit, Shelf, 1M x 10" Deep	\$ 69.25	\$ 104.00
<p>10x10 Exhibits</p>				600262	Tackboard, Gem, 4' X 8'	\$ 595.25	\$ 893.00
600002	Exhibit System GEM #2, 10'x10' Inline	\$ 1,437.00	\$ 2,155.75	<p>Cancellation Policy: Furniture Package items cancelled will be charged 50% of original price after move-in begins and 100% of original price after installation.</p>			
600003	Exhibit System GEM #3, 10'x10' Inline	\$ 3,440.25	\$ 5,160.25				
<p>6ft Table Display</p>							
600001	Exhibit System GEM #1, 6' Tabletop Display	\$ 1,730.50	\$ 2,595.50				
<p>Accessories</p>							
600410	Exhibit, Ad Board, 1M x 8'	\$ 595.25	\$ 893.00				
600110	Exhibit, Armlight Black	\$ 88.50	\$ 132.75				
600103	Exhibit, Counter, 1M Curved	\$ 823.00	\$ 1,236.00				
600101	Exhibit, Counter, 1M x 1/2M x 40"H	\$ 415.00	\$ 623.25				
600102	Exhibit, Counter, 2M x 1/2M x 40"H	\$ 568.50	\$ 852.75				
600221	Exhibit, Light Box, Large 37"x85"	\$ 757.00	\$ 1,133.00				
600222	Exhibit, Light Box, Medium 37"x56"	\$ 597.50	\$ 896.00				
600223	Exhibit, Light Box, Small 37"x28"	\$ 368.75	\$ 553.00				

Please Indicate Choices

Place Order Here

13 oz. Standard Carpet Colors (20x20 Exhibits, 10x20 Exhibits, 10x10 Exhibits ONLY).

Gray will be provided if no color is indicated below:

- Black Blue Blue Jay
- Burgundy Emerald Green Gray
- Pepper Red

Table Skirt Color (600001 ONLY).

Gray will be provided if no color is indicated below:

- Beige Blue Burgundy
- Forest Green Gold Gray
- Mauve Purple Red
- Teal White Black

Panel Type and Color (20x20 Exhibits, 10x20 Exhibits, 10x10 Exhibits, 600410, 600103, 600101, 600102, 600221, 600222, 600223 ONLY).

Fabric: Gray will be provided if no color is indicated below:

- Coated: Black Coated: Oxford White
- Coated: Prism Blue Coated: Silver Gray
- Fabric: Black Fabric: Blue
- Fabric: Gray

Trim Metal Color (20x20 Exhibits, 10x20 Exhibits, 10x10 Exhibits, 600410, 600103, 600101, 600102, 600221, 600222, 600223 ONLY).

Silver will be provided if no color is indicated below:

- Black Silver

Electrical or Utilities Under Carpet?

- Yes No

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

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.

For Additional Custom Graphics, please go to <http://www.ges.com/graphics/quote/>
 For Custom Exhibits, please send a request to email gesed@ges.com

ITEM#	DESCRIPTION	PRICE	QUANTITY	TOTAL PRICE
				\$
				\$
				\$
A.	Total All items Ordered			\$
B.	Rental Tax: 7%		A x 7% = B	\$
C.	Payment Enclosed		A + B = C	\$

I agree in placing this order that I have accepted GES Payment Policy and GES Terms & Conditions of Contract.

Authorized Signature - Please Sign: X

AUTHORIZED NAME - PLEASE PRINT	DATE
--------------------------------	------

CUSTOM ID SIGN

Colored signs are available at additional cost, please go to http://www.ges.com/ecommm/info/exhibit_graphics.pdf for example. An EPS Vector format file, with all the fonts converted to outline, and hard copy must be received with this order to receive a Custom ID Sign. Please review "I-2: Digital File Submission Guide" within this manual for additional information and instructions.

STANDARD ID SIGN COPY

Signs will be black text on white background.
 If Custom ID is not required, please indicate ID copy. Print or type.

Need Assistance?

Toll Free: 800.475.2098 | Tel: 702.515.5970 | www.ges.com/chat



Order Directly Online:
<https://ordering.ges.com/Show/Info/071003013>

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AADE12 Annual Meeting & Exhibition

Indiana Convention Center, Halls A-E
August 1 - 3, 2012


We want your graphics and images to look their absolute best. We are committed to partnering with you in order to provide the most comprehensive and effective solutions in the trade show industry. The graphic print and production industry is continuously evolving. In order to insure the best quality graphics and images from your digital files, and to make file transfers as seamless as possible, we are pleased to provide you with guidelines for submission of your art to Graphics Production. If you are unable to provide digital artwork for your signage needs, we are capable of providing you with layout services. Additional fees will apply. Please contact GES for details.

Suitable Formats for images or logos	
Program	Preferred Format
Adobe Illustrator CS4	ai, eps
Adobe Photoshop CS4	tiff (LZW), jpeg (high quality)
Adobe InDesign CS4	indd (include all links)
Adobe Acrobat	PDF (press quality setting)
QuarkXPress 7	qxd (include all links)


Suitable Media for images or logos	
Media	Preferred Format
CD-ROM (CD-R or CD-RW)	Please send hard copy color proofs
DVD-ROM (DVD-R or DVD-RW)	Please send hard copy color proofs
Email Attachments	Limited to maximum size of 5MB
FTP	Mandatory zip or sit compression

AVOIDING ADDITIONAL COSTS:

Files obtained from the internet (.jpg or .gif) or artwork created in MS Office applications (Word, Excel, PowerPoint, etc.) are often not suitable for high quality output, and often require additional hourly charges. Artwork should be created at actual size, however, for larger files i.e., banner artwork, 10% or 25% of actual size is acceptable. Scans should be no smaller than 300dpi at quarter size. To avoid additional costs associated with these file types, please supply files in accordance with the defined herein.



gif
@ 400%




ai / eps vector
@ 400%


Vector Artwork

For the best quality, artwork should be created in **vector format (ai or vector eps)**. Logos taken from websites are generally gifs. **Gif files are not acceptable as they will not print clearly.** See Visual.


Artwork which is going to be produced in vinyl, for example; solid company logo's or text, must be supplied in a **vector format (ai or vector eps)**. Artwork created in a pixel format, i.e., TIFF and JPEG is not suitable. See Visual.




Text @ 100%



Outlined Text



Low Resolution (72dpi) jpeg 88 Kb





High Resolution (300dpi) jpeg 3.52 Mb


Bitmap/Raster Artwork

JPEG - We accept this format but only if used to compress a file for ease of sending, the original artwork should have been created high resolution - **300dpi or vector eps to print at the best possible quality.** See Visual.

PDF - These are print files only and can not be altered to fit different sizes, artwork must be set up at the correct proportion and at print ready quality. Make sure images are saved at high resolution (300dpi). See Visual.







Color Set Up

If your artwork is using PANTONE Colors, please supply a Pantone color reference. Some colors are more likely to be achieved, but due to printer limitations, Pantone colors are matched to the best possible interpretation for the specific output device. Hard copies such as brochures or print outs can be used as a reference for color matching.

Fonts

Turn all fonts into 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.

FTP (File Transfer Protocol) Information

You can upload your file(s) after sending in your order using the information below.

	HOST	USER NAME:	PASSWORD:
Central Region Shows	ftp://csftp.ges.com/Central	gescenftp	t7od4cfz*

Please make sure your file(s) are labeled with the exhibiting company's name and the show name (e.g. EGGWHITES_COOKING SHOW.zip)

Need Assistance?

Toll Free: 800.475.2098 | Tel: 702.515.5970 | www.ges.com/chat

Order Directly Online:
<https://ordering.ges.com/Show/Info/071003013>
 071003013

060111

RETURN WITH G-2: PAYMENT & CREDIT CARD CHARGE AUTHORIZATION FORM TO:

Global Experience Specialists, Inc. (GES) • 7050 Lindell Road, Las Vegas, NV 89118-4702 • Fax: 866.329.1437 or 702.263.1520 for international exhibitors

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AADE12 Annual Meeting & Exhibition
 Indiana Convention Center, Halls A-E
 August 1 - 3, 2012

Discount Deadline Date:
 July 9, 2012

Go to below link to view images and information:
<http://ges.com/ecom/info/landD.pdf>

COMPANY NAME	EMAIL ADDRESS	BOOTH NUMBER
SHOWSITE CONTACT	SHOWSITE CONTACT PHONE #	DATE/TIME OF ARRIVAL
		CONTACT'S HOTEL (OPTIONAL)

**PLEASE COMPLETE THIS FORM FOR ALL DISPLAY LABOR NEEDED.
 TO DETERMINE IF YOU NEED DISPLAY LABOR, PLEASE READ THIS FORM CAREFULLY.**

- Display Labor is required for all installation and dismantling of exhibits, including signs and floor covering installation.
- Exhibitor may unpack and place merchandise.
- Full-Time employees of the exhibiting company may install and dismantle displays.

(Please refer to the Exhibitor Rights listed on form G-6 if you have any questions regarding when union labor is required.)

Important Information & Rates

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. Please call our confidential Always Honest hotline at 866.225.8230 to report fraudulent or unethical behavior. All rates are subject to change if necessitated by increased labor and material costs.

LABOR RATES ARE AS FOLLOWS:

Worker per Hour	Discount	Regular	Show Site
Install & Dismantle, ST Code: 705000	\$ 84.25	\$ 105.50	\$ 126.50
Install & Dismantle, OT Code: 705000	\$ 126.50	\$ 158.25	\$ 189.75
Install & Dismantle, DT Code: 705000	\$ 168.75	\$ 211.00	\$ 253.00

- Straight Time:** Monday through Friday from 8:00 AM to 4:30 PM.
- Overtime:** All other times Monday through Friday. All day Saturday.
- Double Time:** All day Sunday & Holidays.
- Discount Rate:** Rate applies to orders placed on or before the above Discount Deadline Date.
- Regular Rate:** Rate applies to orders placed after the above Discount Deadline Date, but before the first day of exhibitor move-in.
- Show Site Rate:** Rate applies to orders placed at show site

Please Indicate Service

GES Supervised (OK to Proceed)

Please complete "Key Information" form (L-2)

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 25% (\$50.00 minimum) surcharge will be added to the labor rates above for this professional supervision.

LOCATION OF BOOTH/DIMENSION OF BOOTH: Use the Booth Layout Form to represent your booth, indicate from each boundary how you would like your booth placed.

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 of booth:

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

Place Order Here

SCHEDULE DATE(S)	SCHEDULE START TIME	SCHEDULE END TIME	TOTAL # OF HOURS	TOTAL # OF WORKERS	LABOR RATE	TOTAL
	AM PM	AM PM				
	AM PM	AM PM				
I agree in placing this order that I have accepted GES Payment Policy and GES Terms & Conditions of Contract.			A.	Total Labor Ordered		\$
Authorized Signature - Please Sign:			B.	25% (\$50.00 min) GES Supervision		\$
X	AUTHORIZED NAME - PLEASE PRINT	DATE	C.	Payment Enclosed		\$

Please estimate the number of workers and hours per worker needed for installation and dismantling above. 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.

Need Assistance?

Toll Free: 800.475.2098 | Tel: 702.515.5970 | www.ges.com/chat



Order Directly Online:

<https://ordering.ges.com/Show/Info/071003013>

RETURN TO: Global Experience Specialists, Inc. (GES) • 7050 Lindell Road, Las Vegas, NV 89118-4702 • Fax: 866.329.1437 or 702.263.1520 for international exhibitors
 Contact us Online: www.ges.com/chat Phone: 800.475.2098 or 702.515.5970 for international exhibitors

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AADE12 Annual Meeting & Exhibition
 Indiana Convention Center, Halls A-E
 August 1 - 3, 2012

Form Deadline Date:
 July 9, 2012

MANDATORY FORM*

COMPANY NAME	EMAIL ADDRESS	BOOTH NUMBER
--------------	---------------	--------------

To Be Completed By Exhibitor When Order is Placed

Inbound Freight Information

Method GES Logistics Common Carrier AirFreight Vanline Other _____
 Carrier (if known) _____
 Contact _____ Phone _____
 Number of Crates _____ Shipped By _____ Date _____
 Number of Fiber Cases _____ Color _____ Pro Number _____
 Target Date _____ Loose Display _____ Crated Display _____
 Shipped To: (Check One) Warehouse Showsite

Setup Information for GES Installation

<input type="checkbox"/> Setup Drawings/Instructions Attached <input type="checkbox"/> Setup Drawings With Exhibit <input type="checkbox"/> Case/Crate Number _____ <input type="checkbox"/> Number of Workers Required for Setup _____ <input type="checkbox"/> Forklift Ordered Hrs. _____ Time _____ <input type="checkbox"/> Number of Graphics _____ Layout Provided? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Number of Lights _____ Number of Light Boxes _____	<input type="checkbox"/> Rental Carpet Color _____ <input type="checkbox"/> Own Carpet Color _____ <input type="checkbox"/> Padding _____ Approximate Time for Setup _____ Special Equipment Required _____ Description _____ Description _____
---	---

Did You Order ---

Electrical Outlets Yes No Electrical Labor/Boothwork Yes No Electrical Under Carpet Yes No
 Electrical Drawings Attached Sent to the Official Electrical Contractor With the Exhibit
 Booth Cleaning Yes No Other Items _____
 Furniture Yes No
 A/V Equipment Yes No
 Telephone/Internet Yes No

Tear-down Information for GES Dismantle

<input type="checkbox"/> Tear-down Drawings/Instructions Attached <input type="checkbox"/> Tear-down Drawings With Exhibit <input type="checkbox"/> Case/Crate Number _____ <input type="checkbox"/> Number of Workers Required for Tear- down _____ <input type="checkbox"/> Forklift Ordered Hrs. _____ Time _____ <input type="checkbox"/> Number of Graphics _____ Layout Provided? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Number of Lights _____ Number of Light Boxes _____	<input type="checkbox"/> Rental Carpet Color _____ <input type="checkbox"/> Own Carpet Color _____ <input type="checkbox"/> Padding _____ Approximate Time for Tear-down _____ Special Equipment Required _____ Description _____ Description _____
--	---

Outbound Freight Information

Outbound Freight Charges _____ Consigned To _____
 PrePaid Collect (for non-GES Logistics Shipments only) Address _____
 Bill To _____ City/State/Zip _____
 _____ Second Consignee _____
 _____ Address _____
 GES Storage _____ City/State/Zip _____
 Method GES Logistics Common Carrier AirFreight Vanline Other _____
 Carrier (if known) _____
 Contact _____ Phone _____
 Exhibitor-completed GES' Outbound Material Handling Form attached: Yes No
 Exhibitor will pack all product, prepare shipping labels and complete GES' Outbound Material Handling Form attached: Yes No

Emergency Contact Information / Showsite Contact

Name _____ Title _____
 Telephone _____ Cell Phone _____
 Other Means of Contacting This Person _____
 Contact's Hotel _____ Arrival _____ Departure _____
 Purchasing Authorization Yes No

*This Form must be returned to GES for your orders to be processed.

I agree in placing this order that I have accepted GES Payment Policy and GES Terms & Conditions of Contract.

Authorized Signature - Please Sign: **X**

AUTHORIZED NAME - PLEASE PRINT	DATE
--------------------------------	------

Need Assistance?

Toll Free: 800.475.2098 | Tel: 702.515.5970 | www.ges.com/chat



RETURN WITH G-2: PAYMENT & CREDIT CARD CHARGE AUTHORIZATION FORM TO:

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AADE12 Annual Meeting & Exhibition

Indiana Convention Center, Halls A-E
August 1 - 3, 2012

Discount Deadline Date:

July 9, 2012

COMPANY NAME	EMAIL ADDRESS	BOOTH NUMBER
SHOWSITE CONTACT	SHOWSITE CONTACT PHONE #	DATE/TIME OF ARRIVAL
CONTACT'S HOTEL (OPTIONAL)		

PLEASE COMPLETE THIS FORM FOR ALL IN-BOOTH FORKLIFT AND LABOR NEEDED. TO DETERMINE IF YOU NEED IN-BOOTH FORKLIFT AND LABOR, PLEASE READ THIS FORM CAREFULLY.

- 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 with an operator.

Important Information & Rates

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. 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 (1/2) 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. Please call our confidential Always Honest hotline at 866.225.8230 to report fraudulent or unethical behavior. All rates are subject to change if necessitated by increased labor and material costs.

LABOR RATES ARE AS FOLLOWS:

Forklift w/Operator Per Hour		Discount	Regular	Show Site
5,000#, ST	Code: 705200	\$ 218.00	\$ 273.00	\$ 327.00
5,000#, OT	Code: 705200	\$ 305.00	\$ 381.00	\$ 458.00
5,000#, DT	Code: 705200	\$ 392.00	\$ 490.00	\$ 588.00

Worker per Hour		Discount	Regular	Show Site
Freight, ST	Code: 705030	\$ 84.25	\$ 105.50	\$ 126.50
Freight, OT	Code: 705030	\$ 126.50	\$ 158.25	\$ 189.75
Freight, DT	Code: 705030	\$ 168.75	\$ 211.00	\$ 253.00

*Rates include taxes for equipment used.

- Straight Time:** Monday through Friday from 8:00 AM to 4:30 PM.
Overtime: All other times Monday through Saturday.
Double Time: All day Sunday & Holidays.
Discount Rate: Rate applies to orders placed on or before the above Discount Deadline Date.
Regular Rate: Rate applies to orders placed after the above Discount Deadline Date, but before the first day of exhibitor move-in.
Show Site Rate: Rate applies to orders placed at show site

Please Indicate Service

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 Recreating
 Reskidding

Place Order Here

SCHEDULE DATE(S)	SCHEDULE START TIME	SCHEDULE END TIME	TOTAL # OF HOURS	TOTAL # OF FORKLIFTS	LABOR RATE	TOTAL
	AM PM	AM PM				
	AM PM	AM PM				
	AM PM	AM PM				
	AM PM	AM PM				

I agree in placing this order that I have accepted GES Payment Policy and GES Terms & Conditions of Contract.

Payment Enclosed \$

Authorized Signature - Please Sign:

X AUTHORIZED NAME - PLEASE PRINT DATE

Please estimate the number of workers and hours per worker needed for installation and dismantling above. 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.

Please estimate the number of workers and hours per worker needed for installation and dismantling above. 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.

Need Assistance?

Toll Free: 800.475.2098 | Tel: 702.515.5970 | www.ges.com/chat



Order Directly Online:

<https://ordering.ges.com/Show/Info/071003013>

AADE12 Annual Meeting & Exhibition

Indiana Convention Center, Halls A-E
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The GES Hanging Sign Shipping label H-1a on the following page should be used to ship your hanging sign freight to the GES Advance Warehouse.

All signs and banners are hung by The Indiana Convention Center @ www.icclos.com/exhibitors/facility-services-order-utilities.aspx

The Indiana Convention Center will invoice exhibitors for hanging sign installation and dismantle based on the time required for sign hanging labor and lift equipment. The ICC will consolidate exhibitor orders as much as possible to maximize the labor required for sign hanging, and determine exhibitor sign hanging costs based on requirements. For additional information on sign hanging costs, please contact Julie Helmkamp, at 317.262.3595, Julie.Helmkamp@icclos.com.

Signage Regulations

- 1. All sign requests must be approved by show management and the ICCLOS.**
- 2. All booth signs will be hung at a specified distance as prescribed by show management. If show management does not have such specifications, then all booth signs will be hung at a uniform distance from floor to bottom of sign.**
- 3. All signs should be assembled and ready for hanging with properly constructed frames and grommets or eye-bolts. Banners must have a top and bottom pocket to receive pipe. The ICCLOS reserves the right to refuse to hang any sign deemed unsafe.**
- 4. Signs requiring AC power must meet electrical codes and have a grounded power supply.**
- 5. All materials must comply with state and local building codes.**
- 6. All signs must be hung and removed by ICCLOS personnel.**
- 7. The ICCLOS reserves the right to determine the exact location of signage based on structural limitations of the building.**
- 8. Delivery of signage to be coordinated with show move-in.**
- 9. The installation and removal will be based on the show move-in/move-out schedule.**

For additional information, Call the Indiana Convention Center & Lucas Oil Stadium (ICCLOS)

Need Assistance?

Toll Free: 800.475.2098 | Tel: 702.515.5970 | www.ges.com/chat



USE THESE SHIPPING LABELS AS THEY WILL EXPEDITE HANDLING. Copies of these labels are acceptable if additional labels are needed.
See form H-1a: Hanging Sign Shipping Labels when shipping Hanging Signs.

H-1a



FROM:



FROM:

ADVANCE SHIPMENT

TO:

FULL EXHIBITING COMPANY NAME AT SHOW

AADE12 Annual Meeting & Exhibition

NAME OF EXHIBITION

071003013

Booth Number

C/O GES

YRC

Avram Worldwide Precedent Business Park

800 Commerce Pkwy W Dr, Ste A

Greenwood, IN 46143

USA

SHIPMENT SHOULD ARRIVE ON OR BETWEEN:

Tuesday, June 26, 2012 - Wednesday, July 25, 2012

Please note, the Warehouse will be closed on July 4, 2012 in observance of the holiday.

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



ADVANCE SHIPMENT

TO:

FULL EXHIBITING COMPANY NAME AT SHOW

AADE12 Annual Meeting & Exhibition

NAME OF EXHIBITION

071003013

Booth Number

C/O GES

YRC

Avram Worldwide Precedent Business Park

800 Commerce Pkwy W Dr, Ste A

Greenwood, IN 46143

USA

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Carrier _____
Number _____ of _____ pieces



RETURN WITH G-2: PAYMENT & CREDIT CARD CHARGE AUTHORIZATION FORM TO:

Global Experience Specialists, Inc. (GES) • 7050 Lindell Road, Las Vegas, NV 89118-4702 • Fax: 866.329.1437 or 702.263.1520 for international exhibitors

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AADE12 Annual Meeting & Exhibition
 Indiana Convention Center, Halls A-E
 August 1 - 3, 2012

Discount Deadline Date:
 July 9, 2012

COMPANY NAME	EMAIL ADDRESS	BOOTH NUMBER
--------------	---------------	--------------

Price List

ITEM#	DESCRIPTION	DISCOUNT PRICE	REGULAR PRICE
Vacuuming			
<i>Includes emptying your wastebasket nightly.</i>			
500600	Duration of Show (per sq. ft. per day)	\$ 0.42	\$ 0.57
500602	Per Day (per sq. ft. per day)	\$ 0.53	\$ 0.79
Shampooing			
501004	Cleaning, Carpet Shampoo Before Show Open	\$ 0.63	\$ 0.95
Mopping and Waxing			
501002	Cleaning, Damp Mop & Wax	\$ 0.31	\$ 0.46
Porter service			
<i>GES will empty wastebaskets & wipe down counters at two hour intervals, show hours only. Vacuuming not included. Calculate by your booth size.</i>			
501010	Porter Service, 0-500 sq.ft., Per Day	\$ 101.00	\$ 151.50
501010	Porter Service, 501-1500 sq.ft., Per Day	\$ 305.00	\$ 457.25
501010	Porter Service, 1501-3000 sq.ft., Per Day	\$ 367.75	\$ 552.00
501010	Porter Service, 3001 sq.ft. & Up, Per Day	\$ 431.50	\$ 647.75

To ensure your booth is show-ready, specify your requirements below. Please call us if you have a special need. GES is the exclusive cleaning contractor for your show and will handle all cleaning services on the exhibit floor. We offer discounts for orders exceeding 2,000 square feet (please call for a quote).

Cost of vacuuming, shampooing, mopping and waxing will be invoiced on the total area of your booth.

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%**.

LABOR RATES ARE AS FOLLOWS:

Worker per Hour	Discount	Regular	Show Site
Porter Service, ST Code: 705010	\$ 42.25	\$ 52.75	\$ 66.00
Porter Service, OT Code: 705010	\$ 63.25	\$ 79.25	\$ 95.00

Use for booth wipedown, ice removal, etc. Hourly rates are listed above. The minimum charge for labor is four (4) hours per worker per day. Labor thereafter is charged in half (1/2) hour increments.

- Straight Time:** Monday through Friday from 8:00 AM to 4:30 PM.
- Overtime:** All other times Monday through Friday. All day Saturday, Sunday & Holidays.
- Discount Rate:** Rate applies to orders placed on or before the above Discount Deadline Date.
- Regular Rate:** Rate applies to orders placed after the above Discount Deadline Date, but before the first day of exhibitor move-in.
- Show Site Rate:** Rate applies to orders placed at show site.

Please Indicate Service

Calculate Total Square Footage
 Width _____ x Length _____ = _____ Square Feet

Would you like us to call you and give you a quote for hourly porter service?
 Yes No

Please list dates and times Vacuuming Per Day/Periodic Porter Service is needed:

To avoid any misunderstanding regarding these services, please bring any discrepancies to our attention at the **GES Servicenter**. GES will be unable to adjust invoices after the close of the show.

Place Order Here

First show night carpet vacuuming provided by AADE

ITEM#	DESCRIPTION	TOTAL SQ FT	X PRICE/SQ FT	X NO. OF DAYS	= TOTAL PRICE
500600	Vacuuming Duration			2	\$
500602	Vacuuming Per Day				\$

ITEM#	DESCRIPTION	TOTAL SQ FT	X PRICE/SQ FT	= TOTAL PRICE
501004	Shampooing Before Show Only			\$
501002	Mop/Wax Before Show Only			\$

ITEM#	DESCRIPTION	PRICE	X NO. OF DAYS	= TOTAL PRICE
	Porter service			\$

DESCRIPTION	TOTAL # OF HOURS	X	TOTAL # OF WORKERS	X	LABOR RATE	= TOTAL PRICE
Porter Service Labor						\$

A. Payment Enclosed	\$
----------------------------	----

I agree in placing this order that I have accepted GES Payment Policy and GES Terms & Conditions of Contract.

Authorized Signature - Please Sign: **X**

AUTHORIZED NAME - PLEASE PRINT	DATE
--------------------------------	------

Need Assistance?

Toll Free: 800.475.2098 | Tel: 702.515.5970 | www.ges.com/chat



Order Directly Online:

<https://ordering.ges.com/Show/Info/071003013>

RETURN TO: Global Experience Specialists, Inc. (GES) • 7050 Lindell Road, Las Vegas, NV 89118-4702 • Fax: 866.329.1437 or 702.263.1520 for international exhibitors
 Contact us Online: www.ges.com/chat Phone: 800.475.2098 or 702.515.5970 for international exhibitors

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

AADE12 Annual Meeting & Exhibition
 Indiana Convention Center, Halls A-E
 August 1 - 3, 2012

Form Deadline Date:
 July 9, 2012

MANDATORY FORM*

COMPANY NAME	EMAIL ADDRESS	BOOTH NUMBER		
STREET ADDRESS	CITY	STATE	ZIP	COUNTRY
PHONE	FAX	PURCHASE ORDER NUMBER		
SHOWSITE CONTACT	SHOWSITE CONTACT EMERGENCY PHONE NUMBER	CONTACT'S HOTEL (OPTIONAL)		

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 this authorization 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 price deadline(s).

Method of Payment — Global Experience Specialists accepts MasterCard, Visa, American Express, check and bank wire transfer. 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. Global Experience Specialists 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, 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 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.

Bank wire transfer payment information:
Beneficiary: Global Experience Specialists
 c/o Bank of America **Account #:** 7188-1-01819
 901 Main Street, TX1-492-07-14 **ABA Routing #:** 0260-0959-3
 Dallas, TX 75202-3714 USA **SWIFT Address:** BOFAUS3N
 Telephone # 800-657-9533 ext 59248 **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

To properly credit your account, send the following information to the GES address listed on the order forms:

- 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

All information must be provided. **Your order will not be processed if any information is missing.** (i.e., Expiration Date, Account Number, Contact Information, Type of Card, Signature) **We require your credit card charge authorization to be on file with GES even if you are paying by check or bank wire transfer.**

Account Number Corporate Card Personal Card

____ - ____ - ____ - ____

PROVIDE EXPIRATION DATE **EXPIRATION DATE** MasterCard VISA American Express

____ / ____

*Signature Required Below

CARDHOLDER'S NAME PLEASE PRINT

CARDHOLDER'S BILLING ADDRESS CITY

STATE ZIP COUNTRY

Calculation of Orders

	TOTAL
Material Handling	\$
Carpet	\$
Furniture & Accessories	\$
Specialty Furniture	\$
Standard Exhibit Systems	\$
Graphics & Signage	\$
Installation & Dismantling Labor	\$
Cleaning	\$
Other GES Services (Specify)	\$
Other GES Services (Specify)	\$
Other GES Services (Specify)	\$
Other GES Services (Specify)	\$
FULL PAYMENT in U.S. funds drawn on a U.S. Bank <small>Global Experience Specialists Federal ID #59-1008863 GES is exempt from backup withholding tax.</small>	\$

To simplify payment, send a check payable to Global Experience Specialists, Inc. (GES) for your entire order or note the amount to be charged to your credit card.

Charge my credit card in the amount of: \$ _____

Enclosed is a check in the amount of: \$ _____

Check Number: _____ Dated: _____

I agree in placing this order that I have accepted GES Payment Policy and GES Terms & Conditions of Contract. *Credit card charge authorization signature required below.

PLEASE SIGN **X** _____
 AUTHORIZED SIGNATURE / CARDHOLDER'S SIGNATURE

 AUTHORIZED NAME - PLEASE PRINT

 DATE

GES requires the highest standards of integrity from all employees. Please call our confidential Always Honest hotline at 866.225.8230 to report fraudulent or unethical behavior.

***This form must be returned to GES for your orders to be processed.**

Need Assistance?

Toll Free: 800.475.2098 | Tel: 702.515.5970 | www.ges.com/chat

Order Directly Online:
<https://ordering.ges.com/Show/Info/071003013>
 071003013

RETURN TO: Global Experience Specialists, Inc. (GES) • 7050 Lindell Road, Las Vegas, NV 89118-4702 • Fax: 866.329.1437 or 702.263.1520 for international exhibitors
 Contact us Online: www.ges.com/chat Phone: 800.475.2098 or 702.515.5970 for international exhibitors

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

AADE12 Annual Meeting & Exhibition
 Indiana Convention Center, Halls A-E
 August 1 - 3, 2012

Form Deadline Date:
 July 9, 2012

MANDATORY FORM*

COMPANY NAME	EMAIL ADDRESS	BOOTH NUMBER
SHOWSITE CONTACT	SHOWSITE CONTACT PHONE #	DATE/TIME OF ARRIVAL
		CONTACT'S HOTEL (OPTIONAL)

A unique grid must be completed for each of the following services to ensure proper placement of items in your booth. Please do not combine services onto a single grid. Print/photocopy as needed.

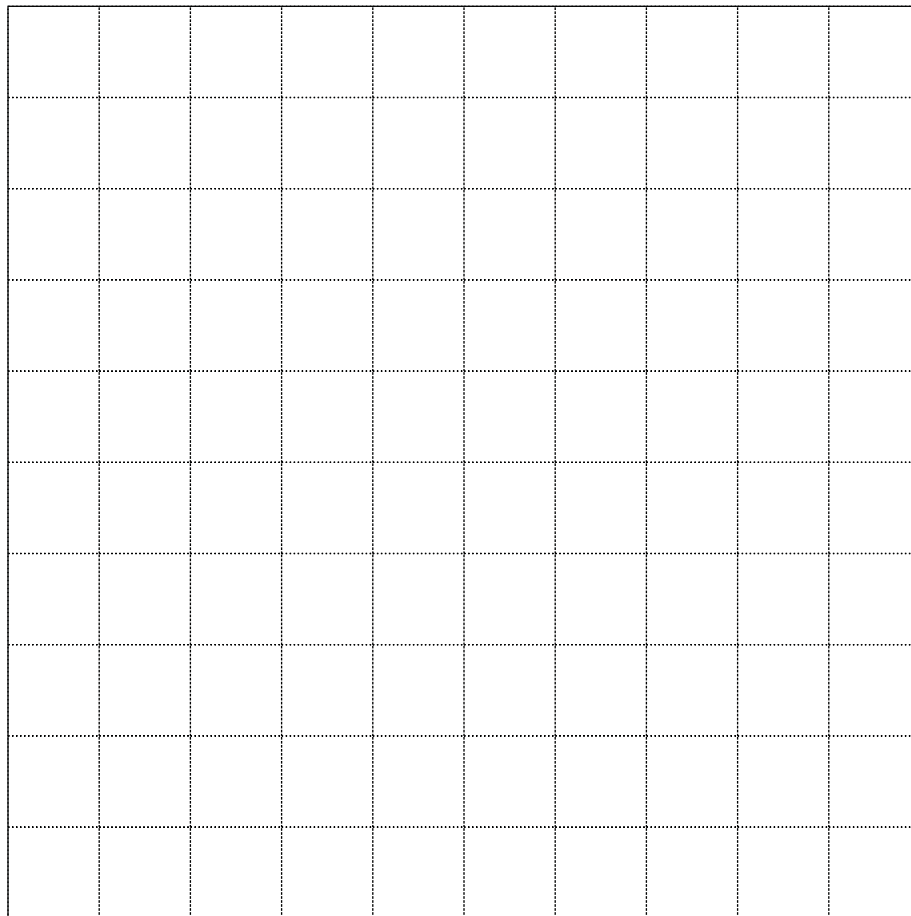
- Pegboard / Tackboard - Form A-1
- Special Colored Drape - Form A-1
- Standard Exhibit Systems (if exhibit size is smaller than booth size) - Form D-1
- Pad and Carpet (if you are not carpeting your entire booth) - Form C-1
- Installation & Dismantling - Form L-1

To use this grid:

- Use bold lines to indicate the outline of your booth.
- Indicate the scale of the grid (i.e. 1 square = 1 foot) or indicate the dimensions of your booth.
- Mark the adjacent booth numbers or aisle numbers.

Each square is _____ feet square since my booth is _____ feet wide by _____ feet long.

BACK OF BOOTH (indicate adjacent booth or aisle number: _____)



Indicate
 Adjacent
 Booth or
 Aisle Number:

Indicate
 Adjacent
 Booth or
 Aisle Number:

FRONT OF BOOTH (indicate adjacent booth or aisle number: _____)

***This form must be returned to GES for your orders to be processed.**



Additional Service Order Forms

The following services are provided by the **Indiana Convention Center**, [click here](#) to order online:

- *Internet and Data Services*
- *Cable, Electrical, Gas/Water/Air and/or Telephone*
- *Broadcast Video, Sign Ordering and Sign/Banner Hanging*

The individual order forms for these services are also available to download:

- [Internet or Data Services](#)
- [Cable Services](#)
- [Electrical Services](#)
- [Gas, Water and Air Services](#)
- [Telephone Services](#)
- [Broadcast Video Services](#)
- [Sign and Banner Hanging Services](#)
- [Sign Shop Services](#)



Smart City
 5795 W. Badura Ave, Suite 110
 Las Vegas, Nevada 89118
 888-446-6911 • 702-943-6001 (Fax)



Company Name		Booth / Room	
Billing Name			
Billing Address		Incentive Order Deadline: 7 / 18 / 12	
City, State / Country, Zip		Email	
Contact	Telephone Number () - ()	Fax Number () - ()	
Credit Card Number: <input type="checkbox"/> AMX <input type="checkbox"/> MC <input type="checkbox"/> Visa		Expire Date (MM / YY):	Sec Code:
Print Card Holder Name:		Card Holder Signature and/or Acceptance of T's & C's:	

Important! Review "Product Overview / Glossary" literature to assure the services you have selected will provide the functionality for any application(s) you will be utilizing. [View complete descriptions of Services and Terms & Conditions at smarcitynetworks.com/Facilities/Locations.aspx](http://smarcitynetworks.com/Facilities/Locations.aspx). Please call if assistance is needed. **Note Cancellation Policy Specifics – Terms & Conditions item #18 – This document**

Description of Service	Type	QTY	Incentive	Base	Total
1. Internet – Networking Services: (10 / 100 Base - T)					
a. NetPremium (Shared Ethernet Service, 1 Static Public IP address)	SE		\$ 1,195	\$ 1,495	
b. Additional Public IP Address / Device (NetPremium) - Max 10 addl allowed	IA-SP		\$ 150	\$ 185	
c. NetStandard (Shared EtherNAT Service, 1 Static Private IP address)	NE		\$ 995	\$ 1,245	
d. Additional Private IP Address / Device (NetStandard) - Max 10 addl allowed	IA-SN		\$ 125	\$ 155	
e. NetBasic (Shared up to 512K↑/1.5M↓)(1 Private DHCP IP, 1/Device) - Limited Qty	BE-1.5		\$ 795	\$ 995	
f. NetExpress (Shared up to 256K↑/512K↓)(1 Private DHCP IP, 1/Device)-Limited Qty	BE-512		\$ 595	\$ 745	
g. NetDedicated (Dedicated 1.54 Mbps w/5 IP addresses) - No addl IP's available	TS		\$ 3,495	\$ 4,370	
h. NetDedicated Plus (Dedicated 3 Mbps w/29 IP addresses)	TS-03		\$ 5,900	\$ 7,375	
i. Additional Block of 29 IP Addresses / Devices (Dedicated Svc- Public or Private)	IA-T-29		\$ 995	\$ 1,245	
2. Internet – Networking Services: Equipment					
a. Switch Rental (8 Port) – 10 / 100 Base -T	SW08		\$ 150	\$ 185	
b. Switch Rental (24 Port) – 10 / 100 Base -T	SW24		\$ 225	\$ 280	
c. Patch Cable (up to 50') – Cat 5e	PC		\$ 50	\$ 62	
3. Special Line Services (For 3rd Party Circuit Extensions - Must order circuit from local Bell Co or Other Provider)					
a. T-1 Extended Data circuit from Demarc to Booth (See T&C 8)	T2		\$ 2,000	\$ 2,500	
b. DS-3 Extended circuit from Demarc to Booth (See T&C 8)	T3		\$ 9,000	\$ 11,250	
c. Labor / Floor Work - Fee per hour (See T&C 1)	FW-N		\$ 125	\$ 125	
d. Point-to-Point / Special Engineering / VPN / Web Casting (See T&C 1)	MI		(Call 888-446-6911 for quote)		
4. Special Quote – Attachment A or SOW (if applicable)					
MI (Call 888-446-6911 for quote)					
5. Distance Fee of \$500 for each Internet / Network line outside the convention venue. x (number of lines)					
					SUBTOTAL
Unused portions of deposits returned with final billing.					ESTIMATED 10% TAX / FEES DEPOSIT = SUBTOTAL x 10%
TOTAL PAYMENT MUST ACCOMPANY ORDER. Credit Card users may fax order to 702-943-6001					GRAND TOTAL

***** Incentive Price applies to orders received With Payment 14 days prior to the 1st day of show. *****

Customer Acceptance of All Smart City Terms and Conditions / Attachments:

With execution of this document the Customer hereby authorizes Smart City to provide services as requested herein, is authorized to request such services and acknowledges full and complete understanding of the Terms and Conditions and Attachments contained herein & Website.

Print Authorized Name	Authorized Signature	Date
FOR SMART CITY USE: Payment Rec'd (Amount):	Customer No: 2012 - 014 - 912 -	

ORDER ON LINE: <https://www.smarcitynetworks.com/order/center.aspx?center=014>

***** Tipping is not permitted. Any request from personnel for gratuities should be reported to Management immediately. *****

INTERNET - NETWORK SERVICE CONTRACT

Terms and Conditions / Payment Options

- | | |
|--|--|
| <ol style="list-style-type: none"> 1. Smart City is the exclusive provider and installer of all Data and Network services (wired and wireless) including communications cabling. This includes all cabling to meeting rooms, booths, within booths (under carpet and flooring), fiber optic, twisted pair (Category 5 and 6), and all other data related cabling. 2. The use of the network connection(s) provided by Smart City may be used only by the directors, officers and employees of the Company, its guests, its agents and consultants while performing service for the Company and cannot be resold or distributed to other companies or individuals. 3. All devices for which Smart City directly or indirectly provides Internet / Network connectivity must pay a device charge or purchase a Smart City assigned IP address. 4. Incentive Price applies when a completed order with payment is received no later than 14 days prior to the first day of show. Base Price applies to (a) all orders received from One (1) to Thirteen (13) days before first day of show or (b) orders received on or before the 14 day Incentive Deadline without payment. 5. Internet / Network – 10 / 100 Mbps, half / full-duplex, auto-sensing Ethernet access to our backbone, with shared or dedicated Internet access up to 128 Kbps or greater (depending on service ordered) via an RJ-45 jack, is provided for each connection ordered. 6. Shared Internet Services Specific: Routers, Streaming Applications, VoIP, DHCP, NAT or Proxy Servers are not allowed with any of our shared Internet / Network services. This includes, but is not limited to, NetPremium, NetStandard, NetBasic, and NetExpress. Smart City can engineer a custom dedicated network(s) to accommodate such special requests. Please call for quote. 7. Rates listed include a single IP address, standard installation to the booth in the most convenient manner and does not include computer equipment, NIC card, TCP / IP software or power to the booth. 8. Limited Availability: T-1 / DS-3 and other special circuit orders must be placed 45 days prior to show move-in date due to limited availability and to avoid additional charges. 9. Wireless Specific: (a) Smart City is the exclusive provider of wired and wireless data service(s) for the Facility. Wireless Devices not authorized by Smart City are strictly prohibited. Customer(s) that desire to showcase their wireless products must contact Smart City 21 days in advance of show move-in to investigate the potential of Smart City engineering a customized cohesive network to operate without interference to other Customer(s), (applicable charges may apply). (b) The use of any wireless device that interferes with the facility's 2.5 / 5.8 GHz wireless data frequency range is prohibited and subject to disconnection at the Customer expense. 10. Unless otherwise directed, Smart City is authorized to cut floor coverings to permit installation of service. 11. Only Smart City personnel are authorized to modify system wiring or cabling. Material and equipment furnished by Smart City for this service contract shall remain the property of Smart City. 12. To avoid additional charges, Floor Plans are due 5 days prior to move-in. ▶ Orders received prior to the 1st day of show move-in should be installed 24 hours prior to show opening. ▶ Late orders / changes received after show move-in has started will be installed after all other show orders are completed (additional fees may apply). 13. Network Security Declaration: The Customer is responsible for providing a signed Network Security Declaration prior to Smart City activating Internet / Network Service(s) for each Customer. 14. There will be a \$25 service charge for all returned checks. | <ol style="list-style-type: none"> 15. Internet Performance Disclaimer: Smart City does not guarantee the performance, routing, or throughput; either expressed or implied, of any data circuit(s) connectivity with regards to the Internet and / or Internet backbone(s) beyond the Facility. 16. Internet Security Disclaimer: Smart City does not provide security such as, but not limited to, firewalls, etc. for any data circuit(s) we provide. It is the sole responsibility of the Customer to provide any necessary security. Customer is agreeing to hold Smart City; its agents and contracts harmless for any and all liabilities arising from the use of non-secured data circuits. 17. Use of Network Connection: (a) Services provided by Smart City are intended to facilitate communications between the Company's authorized users and the entities reachable through the Internet. Users of Smart City services shall use reasonable efforts to promote efficient use of the networks to minimize, and avoid if possible, unnecessary network traffic and interference with the work of other users of the interconnected networks. (b) Users of Smart City services shall not disrupt any of the Smart City or other associated networks as a whole or any equipment of system forming part of their systems, or any services provided over, or in connection with any of the Smart City or other associated networks. Smart City services shall not be used to transmit any communication where the meaning of the message, or its transmit distribution, would violate any applicable law or regulation or would likely be highly offensive to the recipient or recipients thereof 18. CANCELLATION – There is a minimum \$150 or 10% Cancellation fee (whichever is greater). Cancellations must be in writing. Additional cancellation charges will apply for orders that have already incurred processing, labor, material, and / or engineering costs. Some broadband services and special circuits cannot be cancelled once ordered and will incur full charges listed / quoted. Credit will not be given for service(s) installed and not used. 19. Service problems must be reported to the Smart City. Service claims will not be considered unless filed in writing by Customer prior to close of show. 20. Any additional cost incurred by SMART CITY to: 1) assist in trouble diagnosis or problem resolution found not to be the fault of SMART CITY or 2) collect information required to complete the installation that customer fails to provide (i.e. floor plans or special circuit numbers) may be billed to the Customer at the prevailing rate. 21. Equipment Management: (a) Hubs, Switches, wireless devices, and other Internet / Network rental equipment are normally delivered / reclaimed by Smart City. (b) The Customer will be fully responsible for the protection and safekeeping of rental equipment and will be responsible for returning all rental equipment to Smart City following close of the show. 22. The prices listed on this contract do not include Federal, State, Local or Other Taxes and Tax surcharges. Taxes / Tax surcharges will be included on your final bill. Federal Tax ID is 65-0524748. 23. A per line move fee starting at \$200 (Internet) may apply to relocate the line(s) after it is installed. 24. Prices are based upon current rates and are subject to change without notice. 25. Purchase Orders are not accepted as a form of payment but as a convenience can be referenced on your invoice upon prior written request. 26. Any unpaid balance after close of show will incur a 1.5% / month service charge. |
|--|--|

(1) All Customer contracts and agreements are solely between SMART CITY and the prospective Customer; (2) SMART CITY is not the employee, agent or partner of the owner, operator and/or manager of the Facility; (3) The owner, operator and/or manager of the Facility is not a party to, nor shall it have any obligations or liabilities whatsoever to any Customer, under any Customer Contract including without limitation, the obligation to provide any of the services covered by such Customer Contract; (4) No representations or warranties are being made by the owner, operator and/or manager of the Facility with respect to any Customer Contract or any Communications Services; (5) The right of the Customer to receive any Communications Service will be terminated if this Agreement is terminated for any reason provided therein; and the owner, operator and/or manager of the Facility will have no obligation to continue providing such service unless the owner, operator and/or manager of the Facility elects in its sole discretion to continue to provide such services itself or through a third party; (6) The provisions of the Customer Contract are separate and independent from the provisions of the Customer's lease space in the building and shall not affect the Customer's obligations under such lease and without limiting the foregoing, in no event shall any default by SMART CITY under the Customer Contract or any failure with respect to any Communications Services have any effect on any Customer's obligations to the owner, operator and/or manager of the Facility under any lease or any other occupancy agreement between such Customer and the owner, operator and/or manager of the Facility.

- | | |
|---|--|
| <ol style="list-style-type: none"> 27. A valid Credit Card number with signature MUST be on file regardless of payment method. For your convenience we will use this authorization to charge your credit card for any additional amounts incurred. 28. Smart City accepts payments in US dollars, Checks drawn on a US bank, Wire Transfers or the following Credit Cards: (Amex, MasterCard, Visa.). Make all checks payable to: Smart City. 29. Due to the cost of processing checks, any refunds due in the amount of \$10.00 or less will not be refunded except upon written request. | <p style="text-align: center;">Mail or Fax Completed Orders with Payment and Floor Plan To</p> <p style="text-align: center;">SMART CITY
5795 W. BADURA AVENUE, SUITE 110
LAS VEGAS, NEVADA 89118
(888) 446-6911 FAX (702) 943-6001</p> |
|---|--|

ORDER ON LINE: <https://www.smartcitynetworks.com/order/center.aspx?center=014>

*** Tipping is not permitted. Any request from personnel for gratuities should be reported to Management immediately. ***

Network Security Declaration

Center: Indiana CC + Lucas Oil Stdm (014) - IN
Show: AADE12

Company Name: _____
Booth / Room #: _____
Customer / Ref #: 2012 - 014 - 912 -

The Network Security Policy implemented for this Facility requires Customer(s) adherence to several necessary precautions in order for Smart City to maintain a healthy, viable network for all Customers. This declaration of compliance with the security requirements as noted herein is an acknowledgement of Smart City's filtering policies and must be completed, signed by an authorized Customer representative and mailed or faxed to Smart City prior to the requested network service(s) being activated for Customer's usage.

Network Security Policy:

Smart City requires that all devices directly or indirectly accessing Smart City's network(s) have the latest virus scan software, Windows® security updates, system patches, and any other technological precautions necessary to protect the Customer(s) and others from viruses, malicious programs, and other disruptive applications. Any device(s) which adversely impacts Smart City's network(s) may cause service interruptions to Customer(s) which can lead to disconnection of the Customer's equipment from the network(s), with or without prior notice at Smart City's sole discretion. The device(s) in question will remain disconnected until all issues are adequately resolved. All charges will apply and no refunds will be given. Additional charges may apply for trouble diagnosis and / or problem resolution.

Smart City has implemented filtering policies on all Internet routers. These filters block all inbound Internet Control Message Protocol (ICMP) -- Ping, Traceroute, etc. -- destined to any Smart City Network(s). Smart City understands that Ping and Traceroute are valuable troubleshooting tools; therefore Smart City's Policy does allow ICMP (Ping & Traceroute) packets sourced from any Smart City network(s).

Further, to avoid infection by common Internet worms (Nachi, MSBlaster, LoveSAN, etc.), Smart City has implemented similar filters on the following TCP and UDP port numbers: UDP – 137, 138, 402, 1434 and TCP – 135, 139, 402, 445, 4444.

Customers requiring inbound or outbound access to any of the filtered ports, should contact a Smart City customer service representative in advance of the event with details of the specific requirements so that Smart City may consider the potential of a customized alternative.

Each Customer's business is important to Smart City and with advanced and timely notification of a Customer's needs we are confident that we can provide network services that perform as expected for all clients.

***** Please inform all show site personnel about the importance of Smart City's Network Security compliance issues *****

***** Services are activated after Smart City is in receipt of this signed declaration of compliance with our network security requirements *****

Device(s) Operating System: _____ Total # of Devices: _____

Type of Anti-Virus Software Installed: Norton McAfee Other: _____

Virus Scan Last Updated - Date: _____ / _____ / _____ Security Updates Last Performed - Date: _____ / _____ / _____

Are You Renting Computers? Yes No Rental Company Name: _____

Rental Company Contact: _____ Contact Number: _____

With execution of this document the Customer hereby attests that Customer provided equipment, which will be connected to Smart City's network(s) at the above noted Facility and Show / Event has been properly protected, contains anti-virus software, and the latest patches and security updates have been installed. Customer(s) also accepts the responsibility for the performance of Customer's equipment and understands the conditions placed on service delivery by this document as well as the potential that additional charges may be incurred should Customer's equipment be found to adversely impact Smart City's network(s) performance. The Customer acknowledges that this Network Security Declaration is part of the Customer Contract allowing Smart City to provide requested service(s) and is subject to change without notice.

Signature

Date

Printed Name

Title



Floor Plan – Communications Cable

Center: Indiana CC + Lucas Oil Stdm (014) - IN
 Show: AADE12

Company Name: _____
 Booth / Room #: _____
 Customer / Ref #: 2012 - 014 - 912 -

Data communications cabling. Smart City is the **exclusive installer** of Data communications cabling. Smart City provides cabling to booths, within booths (under carpet and flooring) and from booth-to-booth. Fiber Optic, twisted pair (Category 5 and 6), and all other data related cabling fall under Smart City's area of expertise.

IMPORTANT!! Prior to installation of service, a complete floor plan is required. Please utilize this grid should you not have your own floor plan to send us. You may use a different floor plan for each service group (Internet, etc.) or combine all services on one floor plan. For a floor plan to be considered complete it **must** include all the information listed below (Main Distribution Location "MDL", designated location of items within the booth, surrounding booths, scale-length and width).

Adjacent Booth or Aisle# _____

Adjacent Booth or Aisle# _____

X = Main Distribution Location (**MDL**) – The originating line(s) for service, whether from overhead, a floor pocket or a column, will be delivered to a "**MDL**" before being distributed within your booth. Example: Storage area, back of booth, etc. (unless specified, the default for the "**MDL**" will be the back of the booth or at Smart City's discretion, the most convenient location). All distribution of services to their final destination within the booth will originate from the "**MDL**". A per line move fee will apply to relocate services within your booth after they have been engineered and / or installed.

I / H / PC / C = Location of primary Internet Service "**I**", Hubs "**H**", Patch Cables "**PC**" and / or Computers "**C**". For Smart City to perform your floor work, you will need to indicate the location of each item you want cabled. Make sure to order your floor work, hubs, and patch cables early and in advance of the show moving in.

Orientation = The Booth or Aisle #'s surrounding your booth. A minimum of one surrounding Booth or Aisle # is required (two or more would be more helpful) for Smart City to accurately install your services.

Size = Booth dimensions (example 10x10) _____ . **Scale** = 1 Box is equal to _____ ft.



FORM PLACEHOLDER

PRG, LLC
 Attn: TRADE SHOW SERVICES
 Toll Free: 888-844-4225
 Email: tradeshows@prg.com
 Website: www.prg.com



TO ORDER:
 Online: <https://orders.prg.com>
 ONLINE ORDER CODE: AADE20120801

AADE 2012
 August 1-4, 2012
 Indianapolis Convention Center

Company: _____ Bth#: _____

QTY	DISPLAY PACKAGES	ADVANCE Show Rate	EXT. TOTAL
	42" Plasma Monitor / DVD Display Package Includes: 42" Plasma Monitor (16:9 / 1024x768 Resolution), Floor Stand and DVD Player	1,092.50	
	42" Plasma Monitor / Computer Display Package Includes: 42" Plasma Monitor (16:9 / 1024x768 Resolution), Floor Stand and Laptop Computer (Windows XP / Office 2007)	1,322.50	
	50" Plasma Monitor / DVD Display Package Includes: 50" Plasma Monitor (16:9 / 1024x768 Resolution), Floor Stand and DVD Player	1,368.50	
	50" Plasma Monitor / Computer Display Package Includes: 50" Plasma Monitor (16:9 / 1024x768 Resolution), Floor Stand and Laptop Computer (Windows XP / Office 2007)	1,598.50	
QTY	HI-DEFINITION VIDEO DISPLAYS	ADVANCE Show Rate	EXT. TOTAL
	40" HD Display Monitor (16:9 / 1920x1080p Resolution) Visual Source: Computer ___ DVD ___ Other / Specify ___ Mounting: Table Top ___ Wall ___ Floor Stand ___ Other / Specify _____	862.50	
	46" HD Display Monitor (16:9 / 1920x1080p Resolution) Visual Source: Computer ___ DVD ___ Other / Specify ___ Mounting: Table Top ___ Wall ___ Floor Stand ___ Other / Specify _____	977.50	
	52" HD Display Monitor (16:9 / 1920x1080p Resolution) Visual Source: Computer ___ DVD ___ Other / Specify ___ Mounting: Table Top ___ Wall ___ Floor Stand ___ Other / Specify _____	1,265.00	
	Custom & Larger Displays Available - Call for a Quote	CALL	
QTY	COMPUTER DATA DISPLAYS	ADVANCE Show Rate	EXT. TOTAL
	19" LCD Monitor (4:3 / 1280x1024 Resolution / Computer Only) Visual Source: Computer ___ DVD ___ Other / Specify ___ Mounting: Table Top ___ Wall ___ Floor Stand ___ Other / Specify _____	195.50	
	24" LCD Monitor (16:9 / 1900x1200 Resolution) Visual Source: Computer ___ DVD ___ Other / Specify ___ Mounting: Table Top ___ Wall ___ Floor Stand ___ Other / Specify _____	379.50	
	32" LCD Monitor (16:9 / 1365x768 Resolution) Visual Source: Computer ___ DVD ___ Other / Specify ___ Mounting: Table Top ___ Wall ___ Floor Stand ___ Other / Specify _____	632.50	
	42" Plasma Monitor (16:9 / 1024x768 Resolution) Visual Source: Computer ___ DVD ___ Other / Specify ___ Mounting: Table Top ___ Wall ___ Floor Stand ___ Other / Specify _____	862.50	
	50" Plasma Monitor (16:9 / 1280x768 Resolution) Visual Source: Computer ___ DVD ___ Other / Specify ___ Mounting: Table Top ___ Wall ___ Floor Stand ___ Other / Specify _____	1,150.00	
	61" Plasma Monitor (16:9 / 1365x768 Resolution) Visual Source: Computer ___ DVD ___ Other / Specify ___ Mounting: Table Top ___ Wall ___ Floor Stand ___ Other / Specify _____	2,185.00	
	Custom & Larger Displays Available - Call for a Quote	CALL	
Equipment Subtotal (page 1)			

Advance Order Deadline July 18, 2012

PRG, LLC
 Attn: TRADE SHOW SERVICES
 Toll Free: 888-844-4225
 Email: tradeshows@prg.com
 Website: www.prg.com



OFFICIAL SERVICE PROVIDER



TO ORDER:
 Online: <https://orders.prg.com>
 ONLINE ORDER CODE: AADE20120801

AADE 2012
 August 1-4, 2012
 Indianapolis Convention Center

Company: _____ Bth#: _____

QTY		ADVANCE	EXT.
DISPLAY ACCESSORIES		Show Rate	TOTAL
	Monitor Floor Stand w/ Shelf (For Use with PRG Provided Monitor)	195.50	
	Monitor Floor Stand w/ Shelf (For Use with CLIENT Provided Monitor) !!! Client MUST SUPPLY PRG Approved Wall Mount - CALL FOR DETAILS !!!	287.50	
	Custom Display Mounting Available - Call for a Quote	CALL	
QTY		ADVANCE	EXT.
VIDEO		Show Rate	TOTAL
	DVD Player (Consumer Grade - NTSC Format USA)	126.50	
	DVD Player (Pro Grade - NTSC / PAL / SECAM International Multi-Format)	218.50	
	Blu-ray Player (Consumer Grade - NTSC Format USA)	172.50	
	26" LCD Monitor w/ Built-In DVD Player (16:9 / 1366x768)	460.00	
	Video DA (Used to Send DVD Player Output to Multiple Monitors)	80.50	
	Custom Designed Video Systems Available - Call for a Quote	CALL	
QTY		ADVANCE	EXT.
COMPUTER PACKAGES		Show Rate	TOTAL
	Desktop Computer / 19" Monitor Package Includes: Desktop PC w/ XP / Office / Keyboard / Mouse & 19" LCD Monitor	195.50	
	Desktop Computer / 24" Widescreen Monitor Package Includes: Desktop PC w/ XP / Office / Keyboard / Mouse & 24" LCD Monitor	379.50	
	Mac Mini Computer / 24" Widescreen Monitor Package Includes: Mac Mini w/ OS 10.0 / Keyboard / Mouse & 24" LCD Monitor	494.50	
QTY		ADVANCE	EXT.
LAPTOPS & ACCESSORIES		Show Rate	TOTAL
	Laptop Computer w/ Windows XP & Office 2007	379.50	
	Mac Book Pro Computer w/ Mac OS 10.0	517.50	
	Laser Printer (Black & White)	379.50	
	USB Keyboard & Mouse	34.50	
	Wireless Keyboard & Mouse	69.00	
	PC Speakers	46.00	
	8 Port Ethernet Hub	69.00	
	Computer DA (Used to Send Computer Video Output to Multiple Monitors)	80.50	
	Custom Designed Presentation Equipment Available - Call for a Quote	CALL	
QTY		ADVANCE	EXT.
PROJECTORS & SCREENS		Show Rate	TOTAL
	LCD Projector (3000 Lumens / 1024x768 Resolution)	575.00	
	LCD Projector (4500 Lumens / 1024x768 Resolution)	690.00	
	Tripod Screen w/ Skirt	69.00	
	Custom Designed Projection Equipment Available - Call for a Quote	CALL	
QTY		ADVANCE	EXT.
AUDIO		Show Rate	TOTAL
	Medium Sound System: (2 Speakers w/ Stands & Mixer)	460.00	
	Wireless Microphone - (Handheld or Headset)	322.00	
	Wired Microphone - (Handheld or Headset)	69.00	
	6 Channel Audio Mixer	172.50	
	Custom Designed Sound Systems Available - Call for a Quote	CALL	
NOTE: ALL ORDERS RECEIVED AFTER THE ADVANCE RATE DEADLINE OF July 18, 2012 ARE SUBJECT TO AN ADDITIONAL 20%		Equipment Subtotal (page 2)	
		Equipment Subtotal (page 1)	
		Equipment Total	
Labor Service Charge (30% of Equipment Total or \$125.00 Minimum) WHICHEVER IS GREATER			
Optional Damage Waiver* (10% of Equipment Total)			
PRICES LISTED ARE RUN OF SHOW		Total	

TDCHI3D11282012

Advance Order Deadline July 18, 2012



**4723 Emden Hollow
San Antonio, TX 78247
Phone: 210-637-7229
Fax: 210-637-7243
email: info@conventionfoliage.com**



DISCOUNT DEADLINE DATE: July 9, 2012

(Pay showsite price if ordering after deadline or at showsite)

FLOWERING & GREEN PLANTS (Rental)	DISCOUNT PRICE	SHOWSITE PRICE	QTY	TOTAL
Mum <input type="checkbox"/> Yellow <input type="checkbox"/> White <input type="checkbox"/> Lavender	\$20.00	\$25.00		
Kalanchoe <input type="checkbox"/> Red <input type="checkbox"/> Pink <input type="checkbox"/> Orange <input type="checkbox"/> Yellow	\$20.00	\$25.00		
Azalea <input type="checkbox"/> Red <input type="checkbox"/> Pink <input type="checkbox"/> White	\$35.00	\$40.00		
Bromeliad <input type="checkbox"/> Red <input type="checkbox"/> Pink <input type="checkbox"/> Orange	\$35.00	\$40.00		
<input type="checkbox"/> Fern <input type="checkbox"/> Ivy Large	\$35.00	\$40.00		
<input type="checkbox"/> Fern <input type="checkbox"/> Ivy Small	\$20.00	\$25.00		
2-3 ft. Green Plant	\$40.00	\$45.00		
4 ft. Green Plant	\$50.00	\$55.00		
5 ft. Green Plant	\$60.00	\$65.00		
6 ft. Green Plant	\$70.00	\$75.00		
7 ft. Green Plant	\$85.00	\$90.00		
8 ft. Green Plant or taller	\$15.00 ft.	\$16.00 ft.		
Container Selection: <input type="checkbox"/> Black <input type="checkbox"/> White	FREE	FREE		
FLORAL SERVICES	DISCOUNT PRICE	SHOWSITE PRICE	QTY	TOTAL
12" high Seasonal Vase Arrangement	\$50.00	\$55.00		
18" high Seasonal Vase Arrangement	\$70.00	\$75.00		
18" high Tropical Vase Arrangement	\$60.00	\$65.00		
24" high Tropical Vase Arrangement	\$80.00	\$85.00		
Bud Vase / Boutonniere / Corsage	Quoted	Quoted		
Glass Fishbowl for business cards (purchase)	\$25.00	\$30.00		
Color Preference?				
Special Request?				

DESIGNER SERVICE:

Meet us at our booth for consultation. Date _____ Time _____

Contact Name: _____

Subtotal	
Add 7% Sales Tax	
Delivery Fee	\$5.00
TOTAL	

PAYMENT AND CANCELLATION POLICY: Payment must accompany order to receive discount prices. All orders must be paid-in-full prior to close of show. Adjustments cannot be made after show closes. Rental items cancelled after move-in begins will be refunded at 50% of the original cost. Floral items cannot be refunded after move-in begins.

RENTAL POLICY: Rental prices include delivery & pickup, container, and maintenance. Rental items and containers remain the property of Convention Foliage Unlimited. Missing items will be charged to the exhibitor at twice the showsite rate. All prices are for the entire show. Substitutions may be necessary due to seasonal or geographical availability. Consult us for items not listed.

COMPANY NAME _____ BOOTH # _____

ADDRESS _____ (Street) _____ (City) _____ (State) _____ (Zipcode)

ORDERED BY _____ PHONE _____

FAX _____ E-MAIL _____

CHECK ENCLOSED (Payable to CONVENTION FOLIAGE UNLIMITED in US funds drawn on US bank)

Visa MC AmEx Discover CARD # _____ Exp. Date _____

Print Cardholder Name _____ Signature _____

F L O R A L O R D E R

F O R M



INDIANA CONVENTION CENTER-BOOTH CATERING FORM

Phone: (317) 262-3500 Fax: (317) 634-0541

Show Name: _____ Show Date: _____ Booth # _____
 Contact Name: _____ Company: _____ Phone: _____ Email: _____
 Address: _____ City/State: _____ Zip Code: _____
 Delivery Date: _____ Delivery Time: _____ Fax: _____

Call 317.262.3500 to receive additional menu options. Once complete, fax this order form to 317.634.0541 and a Sales Representative will contact you to confirm and prepare a contract agreement.

Pre-payment is required for all services. Orders must be placed two weeks in advance of event date. A service charge of 21% will be added to all food and beverage items.

All items are served with disposable cups, plates, napkins and utensils where appropriate.

QTY	COFFEE SERVICE	PRICE	QTY	COLD HORS D'OEUVRES	PRICE
	Freshly Brewed Starbucks Coffee	\$48.00++/gal		International Cheese Display (serves 50)	\$250.00++/platter
	Freshly Brewed Starbucks Decaf Coffee	\$48.00++/gal		Crudités Display (serves 50)	\$212.50++/platter
	Freshly Brewed Coffee	\$40.00++/gal		Fresh Fruit Display (serves 50)	\$225.00++/platter
	Freshly Brewed Decaffeinated Coffee	\$40.00++/gal		Chicken & Pesto Pinwheels (100 pieces)	\$240.00++/platter
	Hot Tea	\$40.00++/gal		Jumbo Shrimp Cocktail (50 each)	\$187.50++/order
QTY	COLD BEVERAGES	PRICE	QTY	HOT HORS D'OEUVRES	PRICE
	Canned Soft Drinks	\$3.00++/ ea		Chicken Breast Strips (100 pieces)	\$240.00++order
	Bottled Water	\$3.25++ /ea		Sausage & Cheese Mushroom (100 pieces)	\$425.00++/order
	Bottled Juice	\$3.50++/ ea		Smoked Chicken Quesadilla (100 pieces)	\$325.00++/order
	Iced Tea or Lemonade	\$30.00 ++/gal		Shrimp & Red Pepper Popper (100 pieces)	\$275.00++/order
	Assorted VitaminWater	\$5.50++/ ea		Beef & Duxelle en Croute (100 pieces)	\$475.00++/order
QTY	BREAKFAST BAKERY	PRICE	QTY	DESSERTS	PRICE
	Assorted Bagels (per dozen)	\$30.00++/doz		Fresh Baked Cookies (per dozen)	\$28.00 ++dozen
	Assorted Muffins (per dozen)	\$30.00++/doz		Chocolate Fudge Brownies (per dozen)	\$29.00++dozen
	Assorted Danish (per dozen)	\$30.00++/doz		Butterscotch Blondie's (per dozen)	\$29.00++dozen
	Breakfast Breads (per loaf)	\$25.00++/doz		Lemon Bars (per dozen)	\$40.00++dozen
QTY	SANDWICHES	PRICE	QTY	SNACK ITEMS	PRICE
	Traditional Boxed Lunch Includes sandwich, chips, cookie & drink	\$17.00++/ ea		Mixed Nuts (pound)	\$16.00++/pound
	Gourmet Wrap Box Lunch Includes sandwich wrap, chips, pasta salad, brownie & drink	\$20.00++/ea		Tortilla Chips w/Salsa & Guacamole	\$3.50++/person
	Gourmet Salad Box Lunch Hoosier Fried Chicken Salad or Grilled Chicken Caesar Salad with chips, brownie and drink	\$23.00++/ea		Potato Chips and Caramelized Onion Dip	\$3.25++/person
	Whole Fresh Fruit (each)	\$2.25 ++/ea		Snack Mix-Traditional or Spicy (per pound)	\$16.00++/pound
BAR SERVICE (State Law Requires a Centerplate Bartender-included if \$350 minimum is met or \$80.00 for 3 hours)		PRICE	QTY	EQUIPMENT RENTAL (does not include electrical hookup)	PRICE
	Hosted Premium Mixed Drinks	\$6.25++/drink		Water Cooler & 5 Gallon Water Jug	\$100.00/day
	Hosted Deluxe Wine/Premium Wine	\$5.75/\$6.00++/drink		Additional Water Jug (5 gallon)	\$50.00+/each
	Hosted Domestic Bottle Beer/Imported Beer	\$4.75/\$5.00++/drink		Popcorn Machine	\$100.00/day
	Domestic & Import Keg Beer (custom quote)	Ask for Quote		Popcorn Packets (36/case)	\$80.00++/case
	ICE by the pound (25 pound minimum)	\$1.00+/pound		Attendant for Machine (4 hour minimum)	\$80.00/4 hrs

PAYMENT: CREDIT CARD # _____ EXPIRATION DATE: _____

CARDHOLDERS NAME: _____ SIGNATURE: _____

INDIANA CONVENTION CENTER & LUCAS OIL STADIUM FOOD AND/OR BEVERAGE SAMPLING/DISTRIBUTION POLICY

The Indiana Convention Center & Lucas Oil Stadium has established the following provisions to allow for the distribution of sampled food and beverage items:

GENERAL CONDITIONS:

- 1) The Catering Department of the Indiana Convention Center & Lucas Oil Stadium reserves the right to provide all cash and contracted service designated for on-site consumption.
- 2) The Catering Department retains the exclusive right for booth catering.
- 3) Combination and/or preparation of company's/sponsor's products designed for the purpose of nourishment or entertainment, as in a reception is deemed "catering."
- 4) Indiana State Law prohibits the sampling of alcoholic beverage products by any person or business other than the licensee of the building.
- 5) The Indiana Convention Center & Lucas Oil Stadium understand that certain conventions have as their primary purpose the preparation and consumption of food and beverage. Exhibitors at private conventions relating to food and beverage may sample food and beverage within the confines of their booth.
- 6) Exhibitors at public conventions may sample foods under the following guidelines:
 - A) A maximum number of sampling booths may be set at the discretion of the Indiana Convention Center & Lucas Oil Stadium.
 - B) The Indiana Convention Center & Lucas Oil Stadium maintains the exclusive rights to all food and beverage sampled within the building and will determine the types of food and the number of booths available for sampling within space held at the Indiana Convention Center & Lucas Oil Stadium.
 - C) A sampling charge of \$250.00 per day may be imposed to offset lost food and beverage sales.
This fee has been waived due to the agreement with AADE & Centerplate.
 - D) Event organizer or Vendor must get prior approval by registering event with the Marion County Health Department at least 30 days in advance. Contact: Kelly Whiting-phone 317.221.2240

DEFINITIONS

<u>Sampling:</u>	The dispersing of a maximum two (2) ounce food and/or two (2) fluid ounce beverage by the manufacturer, marketer or distributor of the item.
<u>Catering:</u>	The service of food and beverage for the nourishment and/or entertainment of any guest within the Indiana Convention Center & Lucas Oil Stadium.
<u>Booth Catering:</u>	The service of food and beverage used to entice delegates and guests to the booth. Products, which are not related to the event, remain the right of the Indiana Convention Center & Lucas Oil Stadium and must be provided by the Catering Department.
<u>Exhibitor Services:</u>	Services provided by the Catering Department to facilitate the sampling of products.
<u>Private Convention:</u>	Any convention or trade show closed to the public and attended by members or guests belonging to the host organization. This does not include membership warehouse, companies or similar organization recruiting public attendees.
<u>Public Convention:</u>	Any convention, trade or consumer show attended by the general public.

Any questions regarding the above provisions should be addressed to the Catering Department of the Indiana Convention Center & Lucas Oil Stadium at (317) 262 3500.

Please list your request, if you are unsure whether the above information is applicable to you or your organization.

Name of Event: _____

Company Name: _____ **Booth #** _____

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

Contact: _____ **Title:** _____ **Date:** _____

Products you wish to dispense (including portion size) _____

Proposed method of dispensing and purpose for offering samples: _____

Approved: _____
General Manager, Centerplate

_____ Date

Exhibitor Lead Retrieval Order Form

Please place your order by Friday, July 20, 2012

Reserve Online: https://www2.cmrreg.com/aade_1f_exhib/AADE2012/index.html

Or send your form by one of these 3 methods:

Email (as attachment): aade-lr@cmrus.com

Fax: 415-216-2550

Mail: CMR, 33 New Montgomery St., Suite 1100,
San Francisco, CA 94105



CMR.ez Lead Retrieval Package Descriptions	ADVANCE Before or on 6/22/2012	REGULAR Between 6/23 and 7/20/2012	ONSITE After 7/20/2012	QTY	TOTAL
CMR.ez Desktop Package	\$450	\$485	\$515		\$
CMR.ez Mobile Package	\$410	\$440	\$470		\$
CMR.ez Printer Package	\$315	\$350	\$375		\$
CMR.ez Leads to Laptop Package	\$450	\$485	\$515		\$
Printer for Mobile Package (Each printer connects to 1 Mobile Package)	\$95	\$120	\$150		\$
Customized Follow-up Action Codes (Each order is 10 codes)	\$125	\$155	\$185		\$
In-Booth Delivery, Setup & Training. (Deliveries will be on Tues 8/2 from 8:30am – 4:30pm and Wed, 8/4 from 8:30am – 10:00am)	\$155	\$185	(n/a)		\$
AADE 12 Attendee List	\$600	\$600	\$600		\$
Federal Tax ID: 94-3139440			7% Sales & Use Tax		\$
TOTAL AMOUNT:					\$

COMPANY INFORMATION:

Exhibiting Company: _____ Booth Number: _____

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

Phone: () _____ Fax: () _____ Email: _____

Office Contact: _____ Onsite Contact: _____

PAYMENT INFORMATION

CHECK: If paying by check, **you must also provide credit card information below to be used as a security deposit.** A valid credit card number is required as a deposit in order to process your order. However, your credit card will not be charged as long as the lead retrieval unit is returned in working order at the close of the expo. Make Check Payable to: *Convention Management Resources*

CREDIT CARD: (AMEX, VISA, MasterCard, Discover, Diners Club)

ORDERS CANCELLED ON OR BEFORE JULY 20, 2012 WILL BE SUBJECT TO A \$75.00 ADMINISTRATIVE FEE. ORDERS CANCELLED AFTER JULY 20, 2012 WILL BE NON-REFUNDABLE.

Card Number: _____ Expiration Date: _____ / _____

Card Holder Name: _____

Billing Address: _____

Billing Email, if different than above (for 2nd receipt): _____

Signature: By signing below, I am stating that I am authorized to place this order and that I agree to all Terms and Conditions stated on both pages of this order form.

Signature: _____ Date: _____

Lead Retrieval Terms and Conditions

Please place your order by Friday, July 20, 2012

Reserve Online:

https://www2.cmrreg.com/aade_1f_exhib/AADE2012/index.html

Or send your form by one of these 3 methods:

Email (as attachment): aade-lr@cmrus.com

Fax: 415-216-2550

Mail: CMR, 33 New Montanomerv St., Suite 1100, San Francisco, CA 94105



The CMR.ez Lead Capture Packages for the 2012 AADE Annual Meeting and Exposition feature hand held laser scanners and state-of-the-art encoded, 2-dimensional PDF417 barcodes. The Desktop, Mobile Packages, and Leads to Laptop packages provide the Customer with leads through our website, www.retrievemyleads.com within 2 business days of the end of the convention. The Desktop and Leads to Laptop packages also provide a USB Memory stick. Leads will be in the industry standard ASCII, comma-delimited format. The Standard Package provides the printed leads on a paper roll. *Options available include 1) Customized Follow-up Action Codes and 2) In-Booth Delivery, Training and Setup.*

The following fields will be included in the scan data: Attendee Name, Degree, Organization, Mailing Address, City, State, Postal Code, Country, Work Phone, Fax, and Email Address.

For customers of the Deluxe, Mobile and Direct units, leads will be provided online in an Excel-friendly .csv format. With the Deluxe unit, leads will also be provided on a USB drive as a comma-separated text file (.txt). The USB drive will also include a README.TXT file that will describe how to open the leads in common spreadsheet programs. Leads to Laptop units will save the leads on your computer in a .csv format. The Customer is responsible for converting the data file to different formats.

Convention Management Resources (CMR), the Official Event Contractor for Lead Retrieval Services, agrees to provide its CMR.ez Lead services to the Customer for the agreed upon fee listed on this Order Form. The service will include the use of the equipment for the duration of the show. CMR will furnish its equipment to the Customer in good working order and the Customer agrees to return the equipment in the same condition.

- PAYMENT** shall be in United States dollars and submitted with this Order Form. CMR will accept authorized credit cards (AMEX, VISA, MasterCard, Diners Club or Discover) or company checks drawn on banks located in the United States of America. Payment to CMR will not be refunded for any reason, except as stated in item 5 below. *Any returned checks will be subject to a \$30 returned check fee and loss of early payment discounts.*
- SECURITY DEPOSIT:** CMR will accept company checks for payment only if a valid credit card number is provided for use as a security deposit in the event the CMR.ez Lead unit is not returned at the close of the expo.
- REPLACEMENT COST FOR LOST OR DAMAGED EQUIPMENT:** Customer acknowledges, understands and agrees that the total cost of replacement for CMR's equipment will be as follows: \$2,600.00 for the *CMR.ez Printer Lead Capture Package* or *Desktop Lead Capture Package*, \$1,800.00 for the *CMR.ez Mobile Lead Capture Package*, \$800 for the *Mobile Printer* and \$300 for the *Leads to Laptop Package*. Customer agrees to the immediate payment, upon request by CMR for all damages or loss of CMR's equipment, except such as may result from normal operation thereof. In the event that Customer does not immediately pay its obligation to CMR for lost or damaged equipment, Customer agrees to pay CMR a weekly rental fee equal to the service fee listed on the front of this Order Form. This is in addition to the replacement cost of CMR's equipment.
- CANCELLATION/REFUNDS:** Orders cancelled on or before July 20, 2012 will be subject to a \$75.00 administrative fee. Orders cancelled after July 20, 2012 are NON-REFUNDABLE. NO REFUNDS WILL BE GIVEN FOR EQUIPMENT NOT PICKED-UP AND/OR NOT UTILIZED BY BOOTH PERSONNEL.
- CMR SHALL NOT BE RESPONSIBLE FOR ANY SPECIAL, INCIDENTAL OR CONSEQUENTIAL DAMAGES** arising from the loss of customer information, for any reason, arising from or relating to CMR's equipment. CMR's liability for damage of any cause whatsoever will be limited to the total rental price for the equipment and services provided by CMR as listed on the front page of this Order Form.
- RETURN OF EQUIPMENT:** Customer agrees to return all equipment to the CMR Service Desk within one (1) hour of the event closing, and must obtain a receipt as proof for the return of equipment. CMR's equipment must be picked up and returned to the CMR Service Desk in the designated Contractor Service Area. Damaged or non-returned equipment will be charged in accordance with item 3 above. EQUIPMENT NOT RETURNED TO THE CMR SERVICE DESK, OR LEFT IN THE EXHIBIT AREA, IS THE SOLE RESPONSIBILITY OF THE CUSTOMER. Should CMR, at its option and with no responsibility to do so, recover abandoned equipment, Customer agrees to pay CMR a \$100.00 abandonment fee. In no way does this absolve Customer from its responsibility to timely return CMR's equipment.
- GOVERNING LAW:** It is agreed that the governing law pertaining to this contract will be the law of the State of California, with venue exclusively in San Francisco County.

CMR.ez Lead Retrieval

Phone: 800-393-4226 / 415-979-2297

CMR.ez Lead Retrieval Packages

Reserve Online:

https://www2.cmrreg.com/aade_1f_exhib/AADE2012/index.html





Or send your form by one of these 3 methods:

Email (as attachment): aade-lr@cmrus.com

Fax: 415-216-2550

Mail: CMR, 33 New Montgomery St., Suite 1100, San Francisco, CA 94105



Device	Information	Leads Provided
<p>CMR.ez Desktop Package</p> 	<p>A desktop printer unit attached to a wired badge scanner. This machine provides lead files in 3 different ways!</p> <ul style="list-style-type: none"> • Prints data from each badge as you scan • Leads provided online within 2 business days of the end of the expo. • Take the leads home with you on the included complimentary USB flash drive. • The leads on USB drive will be in comma-separated text format. Instructions will be included on how to import this data into most popular business applications including Excel, Act and more. • This unit requires electricity. • 20 Standard Action Codes included on request • Customized Follow-Up Action Codes available 	<ul style="list-style-type: none"> • Paper • USB • Online
<p>CMR.ez Mobile Package</p> 	<p>A portable and wireless battery-powered lead scanner.</p> <ul style="list-style-type: none"> • A built-in LCD display verifies that the data has been captured and stored. • Does not require an electricity source. • Leads provided online within 2 business days of the end of the expo. • This unit does not include a printer, but one is available (see below) • 20 Standard Action Codes included automatically • Customized Follow-Up Action Codes available 	<ul style="list-style-type: none"> • Online • If Printer is added, on Paper
<p>CMR.ez Printer Package</p> 	<p>A low-cost package including a hand held laser scanner attached to a printer.</p> <ul style="list-style-type: none"> • Prints data from each badge as you scan • 20 Standard Action Codes included on request • Customized Follow-Up Action Codes available 	<ul style="list-style-type: none"> • Paper
<p>CMR.ez Leads to Laptop Package</p> 	<p>Plug this gun directly into your own computer, and use CMR's new Leads to Laptop program to collect your leads.</p> <ul style="list-style-type: none"> • Connects by USB to your Windows computer. (Compatible with Windows XP/Vista/7.) • Requires two USB drives. • Requires .Net 3.5 framework, and that Windows is up to date. • Our specialized software allows you to view leads as you scan them, and type in notes for each lead • When finished, the software exports to an Excel-friendly spreadsheet • Leads will also be provided online within 2 business days of the end of the expo. 	<ul style="list-style-type: none"> • Saved on your own computer • Online
<p>Printer for Mobile Package</p> 	<p>This printer can receive leads via Bluetooth from the Mobile Lead Capture Package, and print them.</p> <ul style="list-style-type: none"> • Sold separately from Mobile Package • Each printer connects wirelessly to one mobile unit • Does not require an electricity source 	<ul style="list-style-type: none"> • Paper

CMR.ez Lead Retrieval

Phone: 800-393-4226 / 415-979-2297

Customized Action Codes

Reserve Online:

https://www2.cmrreg.com/aade_1f_exhib/AADE2012/index.html

Or send your form by one of these 3 methods:

Email (as attachment): aade-lr@cmrus.com

Fax: 415-216-2550

Mail: CMR, 33 New Montgomery St., Suite 1100,
San Francisco, CA 94105



To achieve the best return on investment at the 2012 AADE Annual Meeting and Exposition, create your own Customized Follow-Up Action Codes that you can use in addition to the 20 Standard Action Codes provided with your equipment rental. Capture your potential customer's interest in a specific product or service, or indicate next step action by a specific member of your team by creating Custom Action Codes.

To follow are the Standard Action Codes that are complimentary by request with your equipment rental:

- | | | |
|----------------------------|-------------------------------|--------------------------|
| 1. Add to Mailing List | 8. Product Demo Required | 15. Purchase in 30 days |
| 2. Send Literature | 9. Immediate Contact Required | 16. Purchase in 3 months |
| 3. Send Samples | 10. Have Salesperson Call | 17. Purchase in 6 months |
| 4. Send Pricing | 11. Recommends | 18. Immediate Need |
| 5. Technical Info Required | 12. Final Say | 19. Order Placed at Show |
| 6. Detail Specs Required | 13. Makes Purchase Decisions | 20. Current Customer |
| 7. Provide Quote | 14. Partial Interest | 21. HOT LEAD |

To order Customized Codes: Indicate how many sets of 10 codes you need on the first page of this order form, then fill in the codes below. (Don't forget to send both pages when you return the form.) You can also email your requested codes to aade-lr@cmrus.com.

Each order of 10 codes can be used for multiple Lead Retrieval machines. Each code can contain up to 40 characters. On the Mobile Lead Package, the first 14 characters of each code are visible on the screen.

1. _____	6. _____
2. _____	7. _____
3. _____	8. _____
4. _____	9. _____
5. _____	10. _____

Company Name: _____ **Booth #:** _____

Contact: _____ **Phone #:** _____



JVA, Inc.
Corporate Headquarters

3753 Howard Hughes Pkwy., Suite 200
 Las Vegas, NV 89169
 (702) 259-4494 ■ (800) 553-8855
 Email: LVinfo@judyvenn.com

Sales & Marketing

Billing: 3183-F Airway Ave., Suite 118
 Costa Mesa, California 92626
 (714) 957-8300 ■ Fax (714) 957-8301
 Email: info@judyvenn.com

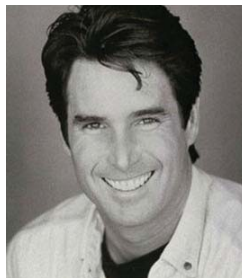
Cities: Atlanta • Chicago
 Orlando • Miami • Washington DC
 Philadelphia • Boston • New York
 Nashville • New Orleans • Denver
 Hawaii • Dallas • Houston • Austin
 San Antonio • San Francisco
 San Jose • Los Angeles • Anaheim
 San Diego • Las Vegas • Reno



NATIONWIDE CONVENTION SERVICES
(800) 553-8855 ■ www.judyvenn.com

- Hostesses/Hosts ■ Brand Ambassador ■ Narrators
- Demonstrators ■ Crowd Gatherers ■ Interpreters
- Special Talent ■ Street Marketing
- Chair Massage Therapists ■ Shoe Shine Services

IN-STORE DEMOS • FOOD SERVERS DIVISION



**Going
 Beyond What's
 Expected...
 Since 1971!**

ORDER FORM/CONTRACT PLEASE PRINT OR TYPE
 (Signature required on page 2.)

Date _____
 Company _____
 Billing Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____
 Email _____
 Contact _____

Name of Event _____
 City _____
 Facility _____ Booth # _____
 On-Site Contact Person _____
 On-Site Phone _____

Dates Services Required:
 _____ From _____ am to _____ pm
 _____ From _____ am to _____ pm
 _____ From _____ am to _____ pm
 _____ From _____ am to _____ pm

Indicate Number of People Needed:

- ___ Exhibit Hostess/Host/Brand Ambassador
- ___ Narrator/Spokesperson
- ___ Demonstrator/Sales Assistant
- ___ Crowd Gatherer
- ___ Hospitality Suite Hostess/Host
- ___ Interpreter
- ___ Costumed Character
- ___ Food Server/Street Marketing

Special Talent/Qualifications _____

- Type of Apparel** Business Cocktail Costume
 Food Server

METHOD OF PAYMENT AND TERMS

A credit card guarantee and a 50% deposit are required to confirm an order. Balance is due 7 days prior to first day of show.

If terms are not met, balance will be charged to credit card.

Cancellation Charges

- If cancelled 46 or more days before show 10% Processing Fee of Total Bill
- If cancelled 15-45 days before show 50% of Total Bill
- If cancelled 14 days or less before show 100% of Total Bill

Check, payable to **JVA, Inc.** (Mail to Sales and Marketing)
 AMEX MasterCard Visa Diners Club
 Account # _____ Exp. Date _____
 Name on Card _____
 Authorized Signature _____
 Charge 50% deposit to credit card Charge total to credit card
 P.O. # _____ Security Code _____

TOTAL PAYMENT DUE 7 DAYS PRIOR TO FIRST DAY OF SHOW.

TERMS AND CONDITIONS

1. Agreement: The terms and conditions set forth herein, the Order Form, and the Rate Sheet constitute an Agreement between Judy Venn & Associates, Inc. ("JVA") and you the client ("Client").
2. Independent Contractors: JVA is an independent broker of convention services. JVA is not employed by the Client. In the performance of its Agreement with the Client, JVA will make its best efforts to obtain the services of subcontractors ("Talent") to fulfill the requirements of the Client, which may include, but are not limited to, exhibit hostesses/hosts, demonstrators/sales assistants, costumed characters, hospitality suite hostesses/hosts, narrators/presenters, interpreters or crowd gatherers. JVA does not employ the aforesaid persons, but retains their services as independent subcontractors.
3. Authority of Signatory: In the event the services of JVA are requested on behalf of the Client by an agent or third party representative, such as a producer or production house ("Agent"), the Agent, and any other signatory who executes this Agreement on behalf of the Client, represents and warrants that it/he/she has all due express or implied authority necessary to execute this Agreement on behalf of the Client, and to bind the Client hereto. Any Agent or other signatory that executes this Agreement acknowledges and agrees to be jointly and severally liable with Client for any and all financial obligations incurred under this Agreement by the Client or on the Client's behalf.
4. Cancellation by Client: (a) Client acknowledges and agrees to the CANCELLATION CHARGES set forth on the Order Form in the event Client, or Agent on behalf of Client, cancels its order prior to the event subject to this Agreement. Upon such cancellation, Client/Agent excuse JVA and the Talent from further performance under the terms of this Agreement. (b) Client acknowledges and agrees that the Client or its Agent may only terminate or cancel Talent after commencement of the event subject to the Agreement, upon a showing of good cause. "Good cause" is defined as a willful breach of duty by the Talent in the course of his or her performance, or in the case of the Talent's habitual neglect of duty or continued incapacity to perform that duty. In the event of good cause as defined above, prior to terminating or canceling the Talent, Client must provide JVA with a reasonable opportunity to cure the inadequate performance of the Talent by allowing JVA to notify the Talent of the alleged breach of duty and/or replacing the Talent with an alternate in order to rectify any performance inadequacies. In the event Client terminates or cancels Talent without providing JVA with the aforesaid opportunity to cure, Client agrees to pay the entire fee due and owing as if Client and Talent had fully performed under the Agreement.
5. Cancellation by the Talent: Sometimes unexpected events occur beyond our control. When such unexpected events do occur, to ensure that our Client's needs are met we have established the following policy where Talent cancellation occurs: (a) In the event JVA is informed of a cancellation by the Talent it scheduled for the event subject to this Agreement seven (7) days or more prior to the start date of the subcontractor's services: (1) Where the canceling Talent was specifically identified and requested by the Client for services to be performed at the event subject to this Agreement, and where JVA is able to communicate the cancellation to the Client in a timely fashion, the Client will have the option of canceling the Agreement with regard to that Talent without incurring charges for that specific Talent. (This cancellation option, if exercised, is limited only to the canceling Talent and the remainder of the Agreement will remain intact and in full force and effect). If JVA is unable to successfully communicate the cancellation to the Client or does not receive a responsive instruction from the Client at least four (4) days prior to the scheduled event, JVA will make its best efforts to select, at its option, replacement Talent that most closely fulfills the Client's requirements; (2) Where the canceling Talent was NOT specifically identified and requested by the Client for services to be performed at the event subject to this Agreement, JVA will make its best efforts to select, at its option, a replacement subcontractor that most closely fulfills the Client's requirements. (b) In the event JVA is informed of a cancellation by the Talent it scheduled for the event subject to this Agreement less than seven (7) days prior to the start date of the subcontractor's services, JVA will make its best efforts to select, at its option, replacement Talent that most closely fulfills the Client's requirements. (c) Any cost variance due to selection of different Talent arising out of (a) or (b) above will be the responsibility of the Client and/or its Agent.
6. Client authorization: Client expressly authorizes JVA and its affiliates and subsidiaries to use, for its marketing, promotional, and advertising materials, any photographs, videotape, or other recordings or reproductions of Client's trademarks, copyrighted materials, or other intellectual property, derived from Client's participation at events at which JVA has provided Talent, products, or services, on behalf of Client. This also includes authorization for JVA to use the photograph, videotape, or likeness of Client and/or its employees, by whatever means recorded, for the same purposes. JVA shall have no ownership rights or interest in Client's trademarks, copyrighted materials, or other intellectual property, or in the likeness of Client or its employees, by virtue of this authorization or any use arising from this authorization. Such use by JVA, if any, shall not constitute a waiver of Client's rights or interest in any of its trademarks, copyrighted materials, or intellectual property.
7. Intellectual Property Rights: JVA is the sole and exclusive owner of all intellectual property rights, including copyrights, in the finished product, performance, or services of JVA and its affiliates and subsidiaries. This includes, without limitation, all recordings of any performance or services procured or provided by JVA, its affiliates, subsidiaries, and/or its Talent by any means, electronic or otherwise. Recordings or reproductions of the finished product, performance, or services by any means, electronic or otherwise, may be used only by express written authorization from JVA. Reproductions of products, performances, or services may be obtained from JVA on request when available.
8. Governing Law: This Agreement has been negotiated and entered into in the State of California, County of Orange, and shall be governed by, construed and enforced in accordance with the laws of the State of California. If any term of this Agreement is held to be invalid, void, or unenforceable in whole or in part, the remainder of the provision(s) shall remain in full force and effect and shall in no way be affected, impaired, or invalidated.
9. This Agreement constitutes the entire Agreement between the parties hereto concerning the subject matter of the Agreement, and supercedes all prior and contemporaneous Agreements between the parties. The Agreement may be amended only by a writing signed by JVA and the party to be charged which expressly refers to this Agreement and specifically states that it is intended to amend it. No party is relying on any warranties, representations or inducements not set forth herein, on the Order Form, or on JVA's Rate Sheet. This clause may not be waived. I, the Client and/or the Client's authorized agent, do acknowledge that I have read these Terms and Conditions, the Order Form, and the Rate Sheet provided by Judy Venn & Associates, Inc., and that I understand, acknowledge and agree to all of the foregoing.

Authorized Signature: _____

Date: _____

Print Name & Title: _____

NOTICE: The Terms and Conditions and the Order Form bearing original signatures must be returned to Judy Venn & Associates, Inc. prior to commencement of the event subject to this Agreement.

~ Sales & Marketing Office ~

Mail to: 3186 Airway Avenue, Suite H, Costa Mesa, CA 92626



REDUCE - REUSE - RECYCLE



PHOTOGRAPHY ORDER FORM

8862 Snowbunting Court
Littleton, CO 80126
TEL (303) 471-2220
FAX (303) 471-2224
E-MAIL photos@lagniappestudio.com
WEBSITE www.lagniappestudio.com



CONVENTION NAME: American Association of Diabetes Educators
CONVENTION LOCATION: Indianapolis, IN TRADESHOW DATES: August 1-4, 2012
EXHIBITOR: _____ BOOTH #: _____
YOUR NAME: _____ PHONE #: _____
MAILING ADDRESS: _____ FAX #: _____
CITY, STATE, ZIP: _____ EMAIL: _____

LAGNIAPPE DISCOUNT PACKAGES	_____ 4-8x10 original views, with digital file and transfer of copyrights	\$900.00/Package	_____
	_____ Each 8 x 10 original view with digital file and transfer of copyright	\$240.00/Package	_____
		Handling & U.S. Shipping	+ \$15.00
		Total Due	_____

MUST INDICATE:
 without people staff (date ____/time ____) activity

PHOTOGRAPHICAL & DIGITAL IMAGING OF EXHIBITS	_____ Each View on CD with transfer of copyright	\$175.00 each	_____
	_____ Each 8 x 10 original view	\$130.00 each	_____
	_____ Each 8 x 10 reprint from original	\$ 35.00 each	_____
	_____ View(s) of "on-site delivery" digital photography <small>MUST ORDER IN ADVANCE.</small>	\$200.00 each	_____
	_____ Digitally enhanced- background eliminated view (ideal for exhibit builders)	\$395.00 each	_____
	_____ Each 16 x 20 Photo Mural	\$300.00 each	_____
	Handling & U.S. Shipping	+ \$15.00	_____
	Total Due	_____	_____

MUST INDICATE:
 without people staff (date ____/time ____) activity

SPECIAL EVENTS PHOTOGRAPHY	_____ Hours @ \$350.00 per hour with unlimited digital images (off site assignments - 2 hour minimum - plus travel expenses). Evening events, press conferences, award ceremony.	_____
	Handling & U.S. Shipping+ \$10.00	_____
	Onsite Delivery + \$50.00	_____
	Total Due	_____

Location _____
Date _____ Time _____

PROFESSIONAL VIDEO PRODUCTION	_____ Each hour @ \$940.00	_____
	_____ Consecutive add'l. hrs. @ \$650.00 ea.	_____
	_____ Duplicate or add'l. tape(s) @ \$40.00 ea.	_____
	Handling & U.S. Shipping	+ \$15.00
	Total Due	_____

MUST ORDER IN ADVANCE.

ARCHITECTURAL EXHIBIT PHOTOGRAPHY	Your booth will be professionally photographed using multiple architectural lighting to emphasize its design.	
	4 Views (Includes 8 x 10 photos, digital images on CD, and 2 hours digital retouching work)	\$2,895.00
	Go to www.lagniappestudio.com/architectural to view samples. Additional views \$500 each	

MUST ORDER IN ADVANCE

INDICATE FORM OF ADVANCE PAYMENT:

- U.S. dollar check drawn on a U.S. bank, payable to **Lagniappe Studio, Inc.**
- AMEX VISA MCAccount No. _____ ID# _____ Exp. Date _____

Print Cardholder Name _____ Signature of Cardholder _____

SPECIFY METHOD OF SHIPMENT:

- First Class U.S. Mail FEDEX acct.# _____ AIRBORNE acct. # _____

If you wish FEDEX or AIRBORNE SHIPMENT but do not have an account #, add \$30.00 for delivery within the U.S., or \$60.00 for international delivery.

MAIL OR FAX THIS ORDER FORM TO US AT THE ABOVE ADDRESS!

FOR OFFICE USE ONLY:				
DR _____	AP\$ _____	INV# _____	DO _____	DM _____

50% onsite cancellation fee. *** All claims must be made in writing within 7 days of receipt of materials.

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Indiana Convention Center, Halls A-E

August 1 - 3, 2012

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