Massachusetts Higher Education

Consortium

September 15, 2017 MassMutual Center Springfield, Massachusetts

EVENT INFORMATION

We are pleased to inform you that SER exposition services has been selected by Massachusetts Higher Education Consortium to serve as your Official Service Contractor.

DISCOUNT DEADLINE

All orders and payments must be received by September 06, 2017

A credit card on file with SER exposition services is required for all exhibitor orders. If you need assistance, additional information or special services, please contact us at 508.757.3397, fax 508.757.9136 or email us at <u>serinfo@serexpo.com</u>. You may also find answers to your questions by visiting our website <u>serexpo.com</u>

EVENT SCHEDULE

| EXHIBITOR MOVE-IN | |
|------------------------------|----------------------|
| Thursday, September 14, 2017 | 02:00 PM to 07:00 PM |
| Friday, September 15, 2017 | 06:00 AM to 08:30 AM |
| | |
| EVENT DATES | |
| Friday, September 15, 2017 | 08:30 AM to 03:00 PM |
| | |
| EXHIBITOR MOVE-OUT | |
| Friday, September 15, 2017 | 03:00 PM to 06:00 PM |

CARRIER CHECK IN

All carriers must check in by Friday, September 15, 2017 04:30 PM

BOOTH PACKAGE

- SHOW COLORS: Burgundy and Silver
- 10'x8' Booths: 8' high Backwall, 3' high Siderail, 6' Skirted Table, (3) Folding Chairs, Wastebasket with Liner and Exhibitor ID Sign with booth number.
- 8'x8' Booths: 8' high Backwall, 3' high Siderail, 6' Skirted Table, (2) Folding Chairs, Wastebasket with Liner and Exhibitor ID Sign with booth number.
- Platinum Booths/19'x20': 8' high Backwall, 3' high Siderail, (4) 6' Skirted Tables, (10) Folding Chairs, Wastebasket with Liner and Exhibitor ID Sign with booth number.
- Gold Booths/18'x10': Includes 8' high Backwall, 3' high Siderail, (2) 6' Skirted Tables, (8) Folding Chairs, Wastebasket with liner and Exhibitor ID Sign with booth number.
- Quad Booths/19'x20': Includes 8' high Backwall, 3' high Siderail, (4) 6' Skirted Tables, (8) Folding Chairs, Wastebasket with Liner and Exhibitor ID Sign with Booth number
- Furniture Supplier/18'x10': 8' high Backwall, 3' high Siderails, (6) Folding Chairs, Wastebasket with liner and Exhibitor ID Sign with booth number.

Exhibit Hall Carpet

Yes - MassMutual carpet

Massachusetts Higher Education

Consortium

September 15, 2017 MassMutual Center Springfield, Massachusetts

EXHIBITOR ORDERING

How to order:

- Online ordering: Online orders may be placed at our online store: <u>https://ser.goshowonline.com/ecomm/</u> If you have not received your login information for this event, please fill out the form at this address <u>https://ser.goshowonline.com/ecomm/auth/index/userinforequest</u>
- Email your order forms to <u>serinfo@serexpo.com</u>
- Fax your order forms to 508.757.9136

SHIPPING INFORMATION

ADVANCE RECEIVING AT THE WAREHOUSE

SER exposition services will accept crated, boxed or skidded materials between: August 14, 2017 - September 06, 2017

| Advance Shipping Address | Massachusetts Higher Education Consortium Company Name / Booth# c/o SER exposition services SER exposition services 35b New Street |
|--------------------------|--|
| | Worcester, Massachusetts 01605 |

DIRECT SHIPMENTS TO EXHIBIT FACILITY

SER exposition services will receive shipments at the exhibit facility on September 14, 2017. Shipments sent directly to the facility earlier than move-in day will be refused.

For additional information, please refer to the "Material Handling Information/Rate Schedule" form within the Exhibitor Services Manual.

| Direct Shipping Address | Massachusetts Higher Education Consortium Company Name / Booth# c/o SER exposition services MassMutual Center 1277 Main Street |
|-------------------------|--|
| | Springfield, Massachusetts 01103 |

SAFETY

Standing on chairs, tables or other rental furniture is prohibited. This furniture is not engineered to support your standing weight. SER exposition services cannot be responsible for injuries from falls caused by the improper use of this furniture.

For services, other than what is included in your booth, please see our show service order forms within the Exhibitor Services Manual. All orders and payments must be received by September 06, 2017

SER EXPOSITION SERVICES 35B New Street

Worcester, MA 01605 Phone 508.757.3397 Fax 508.757.9136

https://serexpo.com serinfo@serexpo.com

Massachusetts Higher Education

Consortium

September 15, 2017 MassMutual Center Springfield, Massachusetts

RECAP OF SERVICES ORDERED

This form must be returned to SER exposition services with your completed order forms and payment in full by September 06, 2017.

| FURNITURE AND BOOTH ACCESSORIES ORDER | \$ |
|---------------------------------------|----|
| ADVANCE LABOR ORDER | \$ |
| ESTIMATED MATERIAL HANDLING ORDER | \$ |
| CUSTOM GRAPHICS ORDER | \$ |
| SHOW CASES/MODULAR EXHIBIT ORDER | \$ |
| MISCELLANEOUS/OTHER | \$ |
| TOTAL ESTIMATED CHARGES | \$ |

ENCLOSE CHECK OR MONEY ORDER PAYABLE TO: SER EXPOSITION SERVICES

Payment by company check: Checks must be drawn on a US bank, in US funds only. Please reference Massachusetts Higher Education Consortium. Purchase orders are not considered payment. Tax Exempt: If you are exempt from paying sales tax, you must forward a tax exemption certificate from the state the services are to be rendered.

Check Number

Dated

In the Amount Of

A CREDIT CARD ON FILE IS REQUIRED FOR ALL EXHIBITOR ORDERS.

I authorize SER exposition services to charge any additional amounts incurred by either my show representative or myself, including material handling and labor charges. If credit card is declined, a \$25.00 service charge will be added. Please print clearly the following information:

| Cardholder Name | | Cardholder Signature | | | | | | | | | | | | | | |
|-----------------|----------------|----------------------|---|-------|-------|------|--------|--------|-------|-------|--------|--------|--------|-----|-----------|------------|
| Billing Address | s Phone Number | | | | | | | | | | | | | | | |
| City | State Zip Code | | | | | | | | | | | | | | | |
| | | | C | Charg | e to: | 🗆 Am | ericar | ו Expr | ess 🗆 | Disco | over 🗆 |] Visa | n 🗆 Ma | ste | erCard | |
| | | | | | | | | | | | | | | | Exp Date: | Sec. Code* |

*Amex 4 digit, MC/Visa/Disc 3 digit

\$

ORDERS RECEIVED WITHOUT FULL PAYMENT OR CREDIT CARD INFORMATION WILL NOT BE PROCESSED. AII

adjustments to charges are to be made at show site, NO CREDITS WILL BE ISSUED AFTER CLOSE OF SHOW. If requesting a receipt, please allow seven (7) business days after the close of the show.

THE FOLLOWING INFORMATION IS REQUIRED FOR ALL ORDERS EMAIL YOUR ORDER TO:SERINFO@SEREXPO.COM

| Date | | |
|--------------|-----------|--------|
| Company Name | | Booth# |
| Contact Name | Signature | |
| Address | | |
| City | State | Zip |
| Phone | Email | |
| | | |

Consortium

September 15, 2017 MassMutual Center Springfield, Massachusetts

THIRD PARTY AUTHORIZATION/BILLING

| Exhibiting Company Name | | Booth# |
|----------------------------|-----------|--------|
| Address | | |
| City | State | Zip |
| Phone | Email | |
| Authorized By (print name) | Signature | Date |

ITEMS TO BE BILLED TO THIRD PARTY: (MUST BE COMPLETED)

"WE UNDERSTAND AND AGREE THAT WE, THE EXHIBITING COMPANY, ARE PRIMARILY RESPONSIBLE FOR PAYMENT OF CHARGES AND AGREE TO BE BOUND BY ALL TERMS AND CONDITIONS AS DESCRIBED IN THE TERMS AND CONDITIONS SECTION OF THIS SERVICES MANUAL. IN THE EVENT THE NAMED THIRD PARTY DOES NOT DISCHARGE PAYMENT OF THE INVOICE PRIOR TO THE LAST DAY OF THE SHOW, CHARGES WILL REVERT BACK TO THE EXHIBITING COMPANY. ALL INVOICES ARE DUE AND PAYABLE UPON RECEIPT, BY EITHER PARTY. THE ITEMS CHECKED BELOW ARE TO BE INVOICED TO THE THIRD PARTY."

| All Services | Furniture Rental and Carpet |
|------------------------------------|--|
| Drayage/Material Handling/In & Out | Floral |
| Booth Cleaning | Installation & Dismantle Labor/Supervision |
| Signs | Other (Specify) |

Your signature below denotes acceptance of all terms and conditions included in this Exhibitor Services Manual.

THIRD PARTY AGENT INFORMATION

Company Name

Date

Charge to: 🗆 American Express 🗆 Discover 🗆 Visa 🗆 MasterCard

*Amex 4 digit, MC/Visa/Disc 3 digit

| Cardholder Name | Cardholder Signature | |
|-----------------|----------------------|----------|
| Billing Address | | |
| City | State | Zip Code |
| Phone | Fax | |
| Email | | |

SER EXPOSITION SERVICES 35B New Street

Worcester, MA 01605 Phone 508.757.3397 Fax 508.757.9136

https://serexpo.com serinfo@serexpo.com

Massachusetts Higher Education

Consortium

September 15, 2017 MassMutual Center Springfield, Massachusetts

FURNITURE AND ACCESSORIES

FURNITURE ORDERS MUST BE RECEIVED WITH FULL PAYMENT BY September 06, 2017 STANDARD RATES APPLY TO LATE ORDERS.

| ompany Name | Phor | ie | |
|--|-------------------------------------|--------------------------------|---------------------|
| uthorized By | Signa | ature | |
| QTY Description | Discount Rate | Standard Rate | Total |
| TABLES - | UNSKIRTED 30" HIG | H | |
| Table - Unskirted 2'x4' | \$37.18 | \$48.33 | |
| Table - Unskirted 2'x6' | \$45.43 | \$59.06 | |
| Table - Unskirted 2'x8' | \$53.68 | \$69.78 | |
| Table - Finished 30"D x 30"H Round | \$88.39 | \$114.90 | |
| Table - Finished 30"D x 40"H Round | \$88.39 | \$114.90 | |
| TABL | ES - ACCESSORIES | | |
| 40" Extension Leg Set | \$22.00 | \$28.60 | |
| Ln ft of white Vinyl Covering | \$1.65 | \$2.15 | |
| 4th Side Table Skirt | \$44.00 | \$57.20 | |
| TABLES - SKIRTED TABLES 30 | " & 40" HIGH - VINYI | TOP - SKIRT 3 S | IDES |
| Table - Skirted - 2'x4' | \$81.90 | \$106.46 | |
| Table - Skirted - 2'x6' | \$99.00 | \$128.70 | |
| Table - Skirted - 2'x8' | \$118.80 | \$154.44 | |
| Table - Skirted 30"D x 30"H Round | \$119.35 | \$155.16 | |
| Table - Skirted 40" High - 2'x4' | \$97.24 | \$126.41 | |
| Table - Skirted 40" High - 2'x6' | \$117.15 | \$152.30 | |
| Table - Skirted 40" High - 2'x8' | \$140.58 | \$182.75 | |
| Table - Skirted 40" High - 30" Round | \$141.13 | \$183.47 | |
| RCLE A SKIRT COLOR: BEIGE – BLACK – BLUE – BURGUNDY – DUSTY ROSE – G | GOLD – GREEN - NAVY BLUE – PLUM – R | ed – Silver – Teal – Terracott | a — Violet — White |
| | DRAPERY | | |
| Ft of 8' high drape - linear foot | \$12.10 | \$15.73 | |
| Ft of 3' high drape - linear foot | \$9.90 | \$12.87 | |
| 8' High Upright Pipe with Base | \$13.75 | \$17.88 | |
| Top Arms | \$13.75 | \$17.88 | |
| RCLE A DRAPE COLOR: BEIGE – BLACK – BLUE – BURGUNDY – DUSTY ROSE – | GOLD – GREEN - NAVY BLUE – PLUM – I | Red — Silver — Teal — Terracot | ta – Violet – White |
| RISERS - TABLE TOP | RISERS VINYL TOP - S | SKIRT 3 SIDES | |
| Table Top Riser - Skirted - One Step - 10"x4' | \$44.00 | \$57.20 | |
| Table Top Riser - Skirted - Two Step - 20"x4' | \$66.00 | \$85.80 | |
| Table Top Riser - Skirted - One Step - 10"x6' | \$55.00 | \$71.50 | |
| Table Top Riser - Skirted - Two Step - 20"x6' | \$77.00 | \$100.10 | |
| 4th Side Skirting - Riser | \$27.50 | \$35.75 | |
| RCLE SKIRT COLOR: BLUE – RED – WHITE | | | |
| | OTH ACCESSORIES | | |
| Folding Chairs | \$16.50 | \$21.45 | |
| Upholstered Arm Chair | \$60.50 | \$78.65 | |
| Upholstered Side Chair | \$52.80 | \$68.64 | |
| Upholstered Stool with Back | \$75.63 | \$98.31 | |
| Wastebasket (7 Gallon) | \$15.95 \$33.00 | \$20.74 \$42.90 | |
| Tripod Display Easels | | | |

35B New Street Worcester, MA 01605 Phone 508.757.3397 Fax 508.757.9136 https://serexpo.com/serinfo@serexpo.com/

Massachusetts Higher Education

Consortium

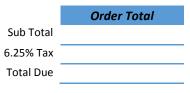
September 15, 2017 MassMutual Center Springfield, Massachusetts

Booth

| Company Name | Phone |
|---------------|-----------|
| Authorized By | Signature |

| Authorized By | | Signa | Signature | | |
|---------------|----------------------------|-------------------|---------------|-------|--|
| QTY | Description | Discount Rate | Standard Rate | Total | |
| 22" | x28" Chrome Sign Holder | \$63.53 | \$82.58 | | |
| 8.5' | ' x 11" Black Sign Holder | \$53.63 | \$69.71 | | |
| Chro | ome Stanchion Post | \$33.00 | \$42.90 | | |
| Velo | our Cord 8' Length | \$33.00 | \$42.90 | | |
| Gar | ment Rack | \$60.50 | \$78.65 | | |
| Bag | Rack | \$55.00 | \$71.50 | | |
| Lite | rature Rack | \$93.50 | \$121.55 | | |
| 4'x8 | ' Posterboard Double Sided | \$187.00 | \$243.10 | | |
| Parl | k Bench | \$176.00 | \$228.80 | | |
| LED | Lamp with clamp | \$52.80 | \$68.64 | | |
| | <u>C.</u> | ARPET AND PADDING | | | |
| Car | pet 9'x10' | \$129.80 | \$168.74 | | |
| Car | pet 9'x20' | \$259.60 | \$337.48 | | |
| Car | pet 9'x30' | \$389.40 | \$506.22 | | |
| Car | pet 9'x40' | \$519.20 | \$674.96 | | |
| Car | pet - Cut and Lay | \$2.97 sqft | \$3.86 sqft | | |
| Car | pet Padding | \$1.21 sqft | \$1.57 sqft | | |
| Car | pet Front Rug Taping | \$0.99 Inft | \$1.29 Inft | | |

CIRCLE CARPET COLOR: BLACK - BLUE - GRAY - GREEN - PLUM - RED - TEAL - TUXEDO - VIOLET



CANCELLATION POLICY: Items ordered & delivered to booth but subsequently canceled will be charged at 50% of price. All adjustments to charges are to be made at show site. NO CREDITS WILL BE ISSUED AFTER CLOSE OF SHOW. Discount prices are only available on or before September 06, 2017. Sales tax must be included. To guarantee item or color, orders must be received 14 days prior to event. Equipment is on a rental basis and remains the property of SER exposition services. SER129.8

SER EXPOSITION SERVICES 35B New Street

Worcester, MA 01605 Phone 508.757.3397 Fax 508.757.9136

https://serexpo.com serinfo@serexpo.com

Massachusetts Higher Education

Consortium

September 15, 2017 MassMutual Center Springfield, Massachusetts

| | MODL | JLAR RE | INTAL | EXHIB | IT | | | | |
|--------------------------------------|-------------------------------|--|------------------|---------------------------|-----------|----------------|------------------------------|-----------------|----------|
| | Advance Order | <u>s</u> only. Order [| Deadline Se | ptember 06 | , 2017 | 7 | | | |
| Company Name | | | | _ | | | | > | |
| Table Top - Custom Graphic He | | 10' Backwall Custom Graph | | 0 | | | I Exhibit - \$ hic Header | 2500 | |
| 6' Skirted Table | eduel | - | k wall Material | | | | ck wall Mate | erial | |
| Choice of Back wal | l Material | 3 – 39" shelve | | | | – 39" shelv | | | |
| | | 9'x10' carpet | | | | x20' carpet | | | |
| All exhibits include install and o | dismantle labor. Lighting and | d electricity are not | included. | | | · | | | |
| Choose Your Back Wall Ma | | | | | | | | | |
| Blue Velcro | White Hardwall | 🗖 Black Harc | lwall | Pegboard | | | | | |
| Choose Your Carpet Color | | | | | | | | | |
| □ Blue | □ Red | Green | | 🗆 Teal | | | Tuxedo | | |
| 🗆 Grey | 🗆 Plum | □ Violet | | | | | | | |
| Header Options | | | | | | | | | |
| Choose your letter color | | | | | | | | | |
| 🗆 Blue | 🗖 Red | 🛛 Green | | | | | | | |
| □ Silver | 🗖 Purple | □ Yellow | | □ Font Type | | | | | |
| | | | | (Helvetica will | be used | if left blank) | | | |
| Indicate your header copy | | | | | | | | | |
| | | | | | | | | | |
| Additional Options | | | | | | | | | |
| 39" Shelves \$21 each | ∎ Table Top Light | Fixture \$100 | 🗖 10' Exhibit L | Light Fixture \$10 | 0 | 🗖 20' Exhi | bit Light Fixt | ure \$20 | 0 |
| Display Counters (39"x40"1 | 8") \$250 each | | 🗖 10' Exhibit - | - Carpet Padding | \$100 | 🗖 20' Exhi | bit - Carpet F | adding | \$200 |
| | | | | | Order | Total | | | |
| | | | | | | + | | _ = | |
| | | | | | Sub T | otal | 6.25% | | Total |
| Booth # | | | | | | | | | _ |
| Company Name | | | Phone | | | | | | |
| Authorized By | | | Signatur | re | | | | | |
| CANCELLATION POLICY: Items o | rdered & delivered to boot | h but subsequently o | canceled will be | charged at 100% | 6 of pric | e. All adjust | tments to ch | arges ar | re to be |

CANCELLATION POLICY: Items ordered & delivered to booth but subsequently canceled will be charged at 100% of price. All adjustments to charges are to be made at show site. NO CREDITS WILL BE ISSUED AFTER CLOSE OF SHOW. ■ Discount prices are only available on or before September 06, 2017. ■Sales tax must be included. ■ To guarantee item or color, orders must be received 14 days prior to event. ■ Equipment is on a rental basis and remains the property of SER exposition services.

Massachusetts Higher Education

35B New Street Worcester, MA 01605 Phone 508.757.3397 Fax 508.757.9136 https://serexpo.com_serinfo@serexpo.com

Consortium September 15, 2017 MassMutual Center Springfield, Massachusetts

GRAPHICS

Orders must be received with full payment by September 06, 2017. Standard Rates apply to late orders. Standard Sizes

| QTY | DESCRIPTION | DISCOUNT | STANDARD | TOTAL | | SIGN COPY |
|-----|---------------------------------|------------------------|----------|-------|--|----------------------------------|
| | 7" x 11" | \$28.60 | \$42.90 | | | |
| | 7" x 44" | \$33.70 | \$50.55 | | | |
| | 9" x 44" | \$36.75 | \$55.13 | | | |
| | 11" x 14" | \$38.80 | \$58.20 | | | |
| | 14" x 44" | \$42.85 | \$58.20 | | | |
| | 22" x 28" | \$66.30 | \$99.45 | | | OPTIONS |
| | 28″ x 44″ | \$86.70 | \$130.05 | | | OFTIONS |
| | 24" x 36" | \$88.75 | \$133.13 | | Substrate | |
| | 36″ x 48″ | \$95.90 | \$143.85 | | O Coroplast | O Foamcore |
| | Cardboard Easels | \$6.15 each | \$9.23 | | | |
| | Step Stakes | \$6.00 each | \$9.00 | | Text Color | |
| | Directional Arrow | \$4.35 each | \$6.53 | | O Red O Green O Blue O Ye | |
| | Logo* | \$51.00 | \$76.50 | | O Use SER judgment to cho | ose color |
| | me set-up fee applies format | if logo is not in | | | Orientation | |
| ogo | must be provided by | exhibitor | | | O Horizontal | O Vertical |
| | | Sub Total | Order | ιοται | ANY ORDERS RECEIVED LESS | THAN FOURTEEN (14) DAYS PRIOR TO |
| | | 6.25% Tax Total Due | | | SHOW DATE CANNOT BE GUA PLEASE CALL FOR DETAILS: 50 | ARANTEED. |

| Booth # | |
|---------------|-----------|
| Company Name | Phone |
| Authorized By | Signature |

CANCELLATION POLICY: Items ordered & delivered to booth but subsequently canceled will be charged at 100% of price. All adjustments to charges are to be made at show site. NO CREDITS WILL BE ISSUED AFTER CLOSE OF SHOW. Discount prices are only available on or before September 06, 2017. Sales tax must be included. To guarantee item or color, orders must be received 14 days prior to event. Equipment is on a rental basis and remains the property of SER exposition services.

Massachusetts Higher Education

Consortium September 15, 2017 MassMutual Center Springfield, Massachusetts

ARTWORK GUIDELINES

For accuracy, quality and efficiency of time, please prepare art files as specified below.

File formats:

PDF JPG AI EPS TIFF PSD

Please ensure all fonts are converted to outlines, images embedded, and files flattened before exporting artwork.

ARTWORK SIZE

All artwork must be submitted with a minimum 100dpi at 1:1 (100%), with no bleeds and no crop marks.

COLOR

CYMK (If files are submitted in any other color mode, i.e. RGB, we will not be responsible for the final printed color, or the cost to reprint.

We can attempt to match PMS colors upon request, please include those in instructions. Keep in mind that digital printing cannot always match PMS spot colors exactly. (When a PMS match is required, please make sure to send your files as an Illustrator .pdf (see above) as we will be unable to alter flattened Photoshop files.) We do not accept artwork/logos/graphics submitted in Microsoft Word, Excel, Works, Quark or Corel.

SENDING ARTWORK

Please label all files with your event name followed by your booth number. (EVENTNAME_BOOTHNUMBER.PDF)

For graphics less than 10mb, email directly to <u>graphics@serexpo.com</u>. For larger files we can provide you with an ftp site to upload your files to. We can also recommend third party solutions for transferring us your artwork.

OUR EXPERIENCED TEAM IS ALWAYS HERE TO HELP, IF YOU HAVE ANY QUESTIONS CALL US AT 508.757.3397 OR EMAIL US AT SERINFO@SEREXPO.COM

SER EXPOSITION SERVICES 35B New Street Worcester, MA 01605 Phone 508.757.3397 Fax 508.757.9136 https://serexpo.com serinfo@serexpo.com

Massachusetts Higher Education

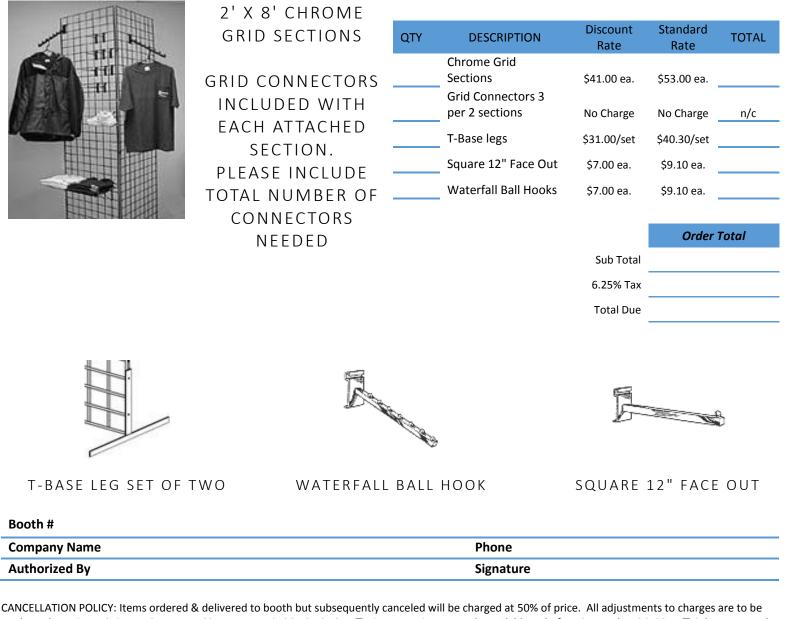
Consortium

September 15, 2017 MassMutual Center Springfield, Massachusetts

Grid Walls and Accessories

Grid wall has become one of the industry's most popular and versatile ways to utilize both the wall mounted application and the free-standing display. It is a lightweight, durable fixture, constructed of 1/4-inch-thick wire spaced 3 inches on center.

Orders must be received with full payment by September 06, 2017. Standard Rates apply to late orders.



CANCELLATION POLICY: Items ordered & delivered to booth but subsequently canceled will be charged at 50% of price. All adjustments to charges are to be made at show site. NO CREDITS WILL BE ISSUED AFTER CLOSE OF SHOW.■ Discount prices are only available or before September 06, 2017.■ Sales tax must be included. ■ To guarantee item or color, orders must be received 14 days prior to event. ■ Equipment is on a rental basis and remains the property of SER exposition services

SER EXPOSITION SERVICES 35B New Street Worcester, MA 01605 Phone 508.757.3397 Fax 508.757.9136 https://serexpo.com serinfo@serexpo.com

Massachusetts Higher Education

Consortium

September 15, 2017 MassMutual Center Springfield, Massachusetts

4100K

LED SPOTLIGHT

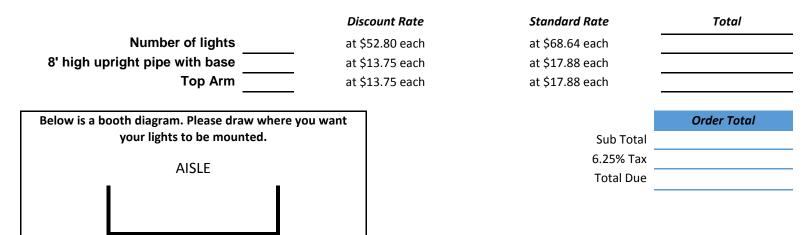
Orders must be received with full payment by September 06, 2017. Standard Rates apply to late orders.



Backwall

Designed to deliver wall washing, even illumination, without hot spots Light output of generation 3 LED board is equivalent to a 200-watt linear halogen lamp Fixture is listed to both UL and CSA standards Custom heat sink to properly cool the LED's 15' CORD CONSISTENT COLOR TEMPERATURE - The clean output of our fixtures provides a consistent quality of neutral white light Watts AMPS Volts Weight **Color Temp** Lumens .625 15 24 1980 .85 lbs Neutral White

ELECTRICITY IS NOT INCLUDED AND MUST BE ORDERED SEPARATELY.



Booth #

| Company Name | Phone |
|---------------|-----------|
| Authorized By | Signature |

CANCELLATION POLICY: Items ordered & delivered to booth but subsequently canceled will be charged at 50% of price. All adjustments to charges are to be made at show site. NO CREDITS WILL BE ISSUED AFTER CLOSE OF SHOW. Discount prices are only available on or before September 06, 2017. Sales tax must be included. To guarantee item or color, orders must be received 14 days prior to event. Equipment is on a rental basis and remains the property of SER exposition services. SER129.8

SER EXPOSITION SERVICES 35B New Street Worcester, MA 01605 Phone 508.757.3397 Fax 508.757.9136 https://serexpo.com/serinfo@serexpo.com Massachusetts Higher Education

Consortium

September 15, 2017 MassMutual Center Springfield, Massachusetts

SHOW CASES

Orders must be received with full payment by September 06, 2017. Standard Rates apply to late orders.

| | Description | Discount Rate | Standard Rate | Total |
|---|--|------------------|------------------|------------|
| 40" L x 21" D x 42" | White laminate counter top, lights included. | \$350.00 | \$455.00 | |
| 40 L x 21 D x 42 80" L x 21" D x 42" | White laminate counter top, 1 glass shelf, Sliding doors in rear, Lights included. | \$525.00 | \$682.50 | |
| | White laminate counter top, Sliding doors in rear, 2 glass shelves. | \$425.00 | \$552.50 | |
| 80" L x 21" D x 42" | White laminate counter top, 3 full length glass shelves, Lights included. | \$1950.00 | \$2535.00 | |
| Electrical service is not incl | uded. Locks are available upon request. | | 0 | rder Total |
| | | Sub Total | | |
| | | 6.25% Tax | | |
| | | Total Due | | |

Booth #

| Company Name | Phone |
|---------------|-----------|
| Authorized By | Signature |

CANCELLATION POLICY: Items ordered & delivered to booth but subsequently canceled will be charged at 100% of price. All adjustments to charges are to be made at show site. NO CREDITS WILL BE ISSUED AFTER CLOSE OF SHOW. Discount prices are only available on or before September 06, 2017. Sales tax must be included. To guarantee item or color, orders must be received 14 days prior to event. Equipment is on a rental basis and remains the property of SER exposition services.

SER EXPOSITION SERVICES 35B New Street Worcester, MA 01605 Phone 508.757.3397 Fax 508.757.9136 https://serexpo.com/serinfo@serexpo.com/

Massachusetts Higher Education

Consortium

September 15, 2017 MassMutual Center Springfield, Massachusetts

SHOW CASES

Orders must be received with full payment by September 06, 2017. Standard Rates apply to late orders.



| Booth # | |
|---------|--|
|---------|--|

| Company Name | Phone |
|---------------|-----------|
| Authorized By | Signature |

CANCELLATION POLICY: Items ordered & delivered to booth but subsequently canceled will be charged at 100% of price. All adjustments to charges are to be made at show site. NO CREDITS WILL BE ISSUED AFTER CLOSE OF SHOW. Discount prices are only available on or before September 06, 2017. Sales tax must be included. To guarantee item or color, orders must be received 14 days prior to event. Equipment is on a rental basis and remains the property of SER exposition services.

35B New Street Worcester, MA 01605 Phone 508.757.3397 Fax 508.757.9136

https://serexpo.com serinfo@serexpo.com

Massachusetts Higher Education

Consortium

September 15, 2017 **MassMutual Center** Springfield, Massachusetts

ADVANCE- MATERIAL HANDLING RATE SCHEDULE

| CRATED/SKIDDED | Material that is skidded or is in any type of shipping container that can be unloaded at the dock with no additional handling required. |
|------------------------|--|
| SPECIAL HANDLING | Material delivered by the carrier in such a manner that it requires additional handling, such as these types of unloading: ground, side door, constricted space, designated place, mixed loads, and/or stacked shipments. Federal Express, DHL and UPS shipments are included in this category due to their delivery procedures. |
| LATE DELIVERY | Shipments received at the advance warehouse after September 06, 2017 will be charged an additional 30%. Deliveries made to the warehouse after exhibitor move-in has started will be billed an additional charge for delivery to show site. |
| RETURN TO WAREHOUSE | Shipments returned to SER warehouse at close of show for reforwarding or storage will be charged an additional \$10.00 per 100 lbs with a minimum of \$75.00 |
| OVERTIME (OT) | Overtime hours are Monday through Friday, 4:30 PM to 8:00 AM; Saturdays, Sundays and observed holidays; any outbound shipments where driver has not checked in before 4:30 PM; additionally, when warehouse freight is moved into or out of exhibit site on overtime. |

| ADVANCE SHIPMENTS TO WAREHOUSE | ADVANCE SHIPMENTS TO WAREHOUSE |
|--|---|
| Shipments may arrive between August 14, 2017 - September 06, 2017 | SHOW NAME COMPANY NAME AND BOOTH # c/o SER exposition services SER exposition services 35b New Street Worcester, Massachusetts 01605 |

Advance shipments will be charged at the following rates in accordance with the move-in and move-out schedule.

| 00 lbs. min per shipment | ADVANCE S CRATED/ | | ADVANCE SHIPMENTS SPECIAL HANDLING | | |
|--------------------------|----------------------|----------|---------------------------------------|----------|--|
| | Per 100 lbs | Minimum | Per 100 lbs | Minimum | |
| ST/ST | \$72.00 | \$144.00 | \$93.60 | \$187.20 | |
| ST/OT | \$93.60 | \$187.20 | \$115.20 | \$230.40 | |
| от/от | \$115.20 | \$230.40 | \$136.80 | \$273.60 | |

condition. Maximum weight is 25 pounds, per shipment, per delivery. Only Federal Express, UPS, & DHL shipments packages. If small packages are shipped out, the prices will be changed to reflect the above roundtrip rates.

Small Shipment Flat Rate \$69.00

| | Order Total |
|--------------------------------|---|
| Sub Total | = |
| Late Arrival Surcharge add 30% | = |
| Estimate Total | = |
| | |
| | Sub Total Late Arrival Surcharge add 30% Estimate Total |

| Company Name | Phone |
|---------------|-----------|
| Authorized By | Signature |
| | |

We understand this is an estimate. Invoicing will be done from actual weight and adjustments made accordingly.

SER EXPOSITION SERVICES 35B New Street Worcester, MA 01605 Phone 508.757.3397 Fax 508.757.9136 https://serexpo.com/serinfo@serinfo@ser Massachusetts Higher Education

Consortium

September 15, 2017 MassMutual Center Springfield, Massachusetts

DIRECT - MATERIAL HANDLING RATE SCHEDULE

| CRATED/SKIDDED | Material that is skidded or is in any type of shipping container that can be unloaded at the dock with no additional handling required. |
|------------------------|--|
| SPECIAL HANDLING | Material delivered by the carrier in such a manner that it requires additional handling, such as these types of unloading: ground, side door, constricted space, designated place, mixed loads, and/or stacked shipments. Federal Express, DHL and UPS shipments are included in this category due to their delivery procedures. |
| RETURN TO WAREHOUSE | Shipments returned to SER warehouse at close of show for reforwarding or storage will be charged an additional \$10.00 per 100 lbs with a minimum of \$75.00 |
| OVERTIME (OT) | Overtime hours are Monday through Friday, 4:30 PM to 8:00 AM; Saturdays, Sundays and observed holidays; any outbound shipments where driver has not checked in before 4:30 PM; additionally, when warehouse freight is moved into or out of exhibit site on overtime. |

| DIRECT SHIPMENTS TO SHOW SITE: | DIRECT SHIPMENTS TO SHOW SITE | |
|---|---|--|
| Shipments may only arrive only on September 14, 2017 | SHOW NAME COMPANY NAME AND BOOTH # c/o SER exposition services MassMutual Center 1277 Main Street Springfield, Massachusetts 01103 | |

Direct shipments will be charged at the following rates in accordance with the move-in and move-out schedule.

| 200 lbs. min per shipment DIRECT SHIPMENTS CRATED/SKIDDED | | - | DIRECT SHIPME SPECIAL HANDI | - |
|---|---------------------------|--|--|-------------|
| | Per 100 lbs | Minimum | Per 100 lbs | Minimum |
| ST/ST | \$69.00 | \$138.00 | \$89.70 | \$179.40 |
| ST/OT | \$89.70 | \$179.40 | \$110.40 | \$220.80 |
| от/от | \$110.40 | \$220.80 | \$131.10 | \$262.20 |
| SMALL SHIPMENTS | condition. Maximum wei | ight is 25 pounds, per shipment, per del | ithout documentation will be delivered without ivery. Only Federal Express, UPS, & DHL shipme | • . |
| | packages. If small packag | ges are shipped out, the prices will be ch | hanged to reflect the above roundtrip rates. | |
| Small Shipment Flat Rate | \$69.00 | | | |
| CALCULATE ESTIMATED | MATERIAL HANDLING | CHARGES | | Order Total |
| Our shipment will be del | ivered to: 🗵 Show Sit | e | Sub Total | = |
| 200 lbs. minimum per sh | ipment | | Late Arrival Surcharge add 30% | = |
| We are shipping | lbs. @ \$ per 10 | 00 lbs | Estimate Total | = |
| Booth # | | | | |
| Company Name | | | Phone | |
| Authorized By | | | Signature | |

We understand this is an estimate. Invoicing will be done from actual weight and adjustments made accordingly.

35B New Street Worcester, MA 01605 Phone 508.757.3397 Fax 508.757.9136 https://serexpo.com/serinfo@serexpo.com/

Massachusetts Higher Education

Consortium

September 15, 2017 MassMutual Center Springfield. Massachusetts

MATERIAL HANDLING ORDER FORM

Complete this order form and return promptly to SER exposition services. All shipments must be prepaid and should be shipped to arrive at our warehouse no later than one week prior to the initial installation date to avoid late delivery charges. Late shipments are subject to additional handling and delivery charges. Direct shipments sent to show site prior to exhibitor set up will be refused.

ALL MATERIAL HANDLING CHARGES MUST BE PREPAID PRIOR TO SHOW OPENING

Collect Shipments will not be accepted.

| INBOUND SHIPMENTS | |
|--|---|
| We will be shipping to advance warehouse | We will be shipping direct to the Event Facility (must arrive only on the official exhibitor move in day |
| Shipped From | Date Shipped |
| Carrier | PRO#/Tracking# |
| (Fedex, UPS & DHL: additional charges apply) | Arrival Date |
| Shipment Description | |

of pieces

Est. Total Weight

□ Air Freight

□ Other

All orders are subject to the Liability and Insurance Bulletin and the Terms and Conditions as set forth on page 2 of the Material Handling Information/Rate Schedule.

OUTBOUND SHIPMENTS – AFTER THE SHOW

All freight will be shipped third party, prepaid at the close of the show. If you want to ship your freight by any other means, it will be your responsibility to make ALL arrangements. Freight being handled by an outside carrier MUST BE picked up at break of show during the specified times

Check appropriate arrangement

| | Will not ship out at the end of the show. |
|--|---|
|--|---|

| Freight arrangements will be handled by exhibitor | 🗆 Van Line |
|---|------------|
| | |

Freight arrangements will be handled by SER Logistics. (Fill in below. Freight charges will be added to your invoice.)

| Shipped To (consignee) | | Attention/Phone | | |
|------------------------|---------------------------------|-----------------|---------|----------|
| Address | | PRO/Tracking # | | |
| City | | State | | Zip Code |
| | | | | |
| # of Pieces | Туре | Estimate Weight | | |
| | | | | |
| | | Qty | Rate | Total |
| Dacking Matarials | Steel banding (\$50.00 MINIMUM) | | \$1.10 | |
| Packing Materials | Skids to shrink wrap | | \$25.25 | |
| Company Name | | | Booth # | |

IMPORTANT: Whether you are shipping common carrier or other means, you must complete a Bill of Lading and return it to SER exposition services. Also, please have all freight properly secured and labeled.

SER EXPOSITION SERVICES 35B New Street Worcester, MA 01605 Phone 508.757.3397 Fax 508.757.9136 https://serexpo.com/serinfo@serinfo@serinfo

Massachusetts Higher Education

Consortium

September 15, 2017 MassMutual Center Springfield, Massachusetts

MATERIAL HANDLING INFORMATION

LIABILITIES: The terms and conditions of SER exposition services Liability and Insurance Bulletin apply to all shipments. Shipments made according to the above instructions shall constitute acceptance by the exhibitor of said limits.

Shipments arriving without advance written order will automatically be handled and charged as described herein and the consignment or delivery of a shipment to SER exposition services by an exhibitor (and/or other shipper acting on behalf of an exhibitor) shall be construed as an acceptance of the terms and conditions set forth herein.

END OF SHOW Outbound material handling agreement must be filled out and returned to the Exhibitor Service Desk. If designated carriers are to be used, the exhibitor must make those arrangements directly with the carrier. If designated carrier fails to arrive at show site during the required time frame, shipment will be reconsigned to house carrier. If no return information is provided, freight will be returned to warehouse and storage charges will be applied.

ABANDONED EXHIBIT MATERIALS AT CLOSE OF SHOW left without reforwarding instructions will be shipped out or returned to our warehouse at the discretion of SER exposition services. Exhibitors whose freight is returned to the warehouse will be contacted by SER exposition services. NO LIABILITY WILL BE ASSUMED AS A RESULT OF SUCH RE-ROUTING OR HANDLING.

LIABILITY AND INSURANCE BULLETIN

- SER exposition services shall not be responsible for damage to uncrated materials improperly packed or concealed damage.
- SER exposition services shall not be responsible for loss, theft or disappearance of exhibitor's material after same have been delivered to the exhibitor's booth.
- SER exposition services shall not be responsible for loss, theft or disappearance of materials before they are picked up from exhibitor's booth for re-loading after the show. Bills of lading covering outgoing shipments which are furnished to SER exposition services by exhibitors will be checked at time of actual pickup from booth and corrections made where discrepancies occur.
- SER exposition services shall not be responsible for loss, damage or delay due to fire, Act of God, strikes, lockouts or work stoppages of any kind or to any causes beyond its control.
- SER exposition services is not a motor carrier or broker and does not perform transportation or brokerage services. With respect to any request for transportation by the exhibitor, SER exposition services will refer exhibitor's request to a transportation broker, who will arrange for the transportation of exhibitor's booth via duly registered motor carriers. SER exposition services is not a party to any bills of lading issued by motor carriers to exhibitor for the transportation of exhibitor's booth or goods, and the terms of any bills of lading shall be determined as between the motor carrier and exhibitor. Under no circumstances will SER exposition services have any liability for loss, damage, or delay to any shipment caused by or resulting from the transportation services of a motor carrier.

DAMAGE TO SHIPMENTS: SER exposition services liability shall be limited to the physical loss or damage to the specific article which is lost or damaged and in any event SER exposition services' maximum liability shall be limited to \$0.30 per pound, maximum \$50.00 per claim. SER exposition services shall not be liable to any extent whatsoever, for any actual, potential or assumed loss of profits or revenues, or for any collateral costs, which may result from any loss or damage to an exhibitor's materials which may make it impossible or impractical to exhibit same.

INSURANCE

It is understood that SER exposition services is not an insurer, that insurance, if any, should be obtained by the exhibitor. It is suggested that exhibitors arrange all risk coverage. This can be done by endorsements to existing policies. Exhibitor's materials should be insured from the time that they leave their firm until they are returned after the close of the Show. The consignment or delivery of a shipment to SER exposition services by an exhibitor, or by any shipper on behalf of the exhibitor, shall be construed as an acceptance by such exhibitor (and/or other shipper) of the terms and conditions set forth in this Bulletin.

35B New Street Worcester, MA 01605 Phone 508.757.3397 Fax 508.757.9136 https://serexpo.com/serinfo@serinfo@ser

Massachusetts Higher Education

Consortium September 15, 2017 MassMutual Center Springfield, Massachusetts

Frequently Asked Questions

HOW DO I SHIP TO THE ADVANCE WAREHOUSE?

We will accept freight beginning 30 days prior to show move-in. To ensure timely arrival of your materials for the show, freight should arrive by the deadline date listed on the Material Handling Order Form. Your freight will be accepted after the deadline date, but additional charges will be incurred. The warehouse will receive shipments Monday through Friday 8:00 a.m. to 4:30 p.m. No appointment is necessary. The warehouse will accept crates, cartons, skids, trunks/cases and carpets.

All shipments must have a bill of lading or delivery slip showing the number of pieces, type of merchandise and weight. Certified weight tickets must accompany all shipments.

HOW DO I SHIP TO SHOW SITE?

Freight will be accepted only during exhibitor move in. Please refer to the Exhibitor Information page at the beginning of this Exhibitor Services Manual for specific exhibitor move-in dates and times.

All shipments must have a bill of lading or delivery slip showing the number of pieces, type of merchandise and weight. Certified weight tickets must accompany all shipments. Be sure to check your service manual if you are targeted for a specific date or time.

WHAT ABOUT PREPAID OR COLLECT SHIPPING CHARGES?

We do not accept collect shipments. Collect shipments will be returned to the delivery carrier.

To ensure that your freight does not arrive collect, mark your bill of lading prepaid.

Prepaid designates that the transportation charges will be paid by the exhibitor or a third party

HOW SHOULD I LABEL MY FREIGHT?

The label should contain the exhibiting company name, Booth # and the name of the event.

The specific shipping address is located on the Material Handling Information page.

We have also included in your service manual labels for you to copy and attach to pieces as needed.

Try to label every piece that is skidded with at least your name and Booth #.

WHAT HAPPENS TO MY EMPTY CONTAINERS DURING THE SHOW?

Pick up "STORAGE" labels at the SER exposition services Service Desk. Place a label on each container. Please consolidate containers if possible. Labeled containers will be picked up periodically and stored during the show.

At the close of the show, the empty containers will be returned to the booths in random order. Depending upon the size of the show, this process may take several hours.

HOW DO I PROTECT MY MATERIALS AFTER THEY ARE DELIVERED TO THE SHOW OR BEFORE THEY ARE PICKED UP AFTER THE SHOW?

Consistent with trade show industry practices, there may be a lapse of time between the delivery of your shipment(s) to your booth and your arrival. The same is true for the outbound phase of the show - the time between your departure and the actual pickup of your materials. During these times, your materials will be left unattended. SER exposition services will not be responsible or liable for any loss, damage, theft or disappearance of exhibitor's material after it has been delivered to the booth. We recommend that you hire security services from the facility or Show Management

HOW DO I SHIP MY MATERIALS AFTER THE CLOSE OF THE SHOW?

For your convenience, SER Logistics will be on site to handle outbound transportation.

Each shipment must have a completed Bill of Lading form in order to ship materials from the show. All pieces must be labeled individually. (You can pick up a bill of lading from the SER exposition services Service Desk.)

After materials are packed, labeled, and ready to be shipped, the completed Bill of Lading must be turned in at the SER exposition services Service Desk. DO NOT leave the bill of lading in your booth.

Provide your designated carrier with pickup information. Please refer to the Exhibitor Information page at the beginning of this Exhibitor Services Manual for specific dates and times. In the event that your selected carrier fails to show on final moveout day your shipment will be rerouted through SER Logistics. You must notify your carrier of the dates and times of pick-up if you are not using SER Logistics.

DO I NEED INSURANCE?

Be sure your materials are insured from the time they leave your firm until they are returned after the show. It is suggested that exhibitors arrange all-risk coverage. This can be done by adding riders to your existing policies.

| USE | EXHIBIT | MATERIAL | SER EX | KPOSITIC | DN S | ERV | ICES |
|----------------------|---------------|---------------------------------------|-------------------|--|-------------------------|---------------|------|
| OH | | RUSH TO | Booth # | | # | of | PCS |
| ADVANCE TO WAREHOUSE | | August 14, 2017 September 06, 2017 | SF 35 | ER expositio R exposition serv b New Street forcester, Massac | vices | | |
| | | | | | | | |
| | | | | | | | |
| USE | EXHIBIT | MATERIAL | SER EX | KPOSITIC | ON S | ERV | |
| HOUSE | EXHIBIT | | SER EX Booth # | |)N S # | ERV | |
| REHOUSE | EXHIBIT | MATERIAL RUSH TO | | | | | |
| ADVANCE TO WAREHOUSE | Massachusetts | | Booth # | | # ition s service | of Service | PCS |

| ΠE | EXHIBIT MATERIAL | SER EXPOSIT | ION S | ERVI | CES |
|--------------------|---|--|----------------|-------------|------------|
| VSI7 | RUSH TO | Booth # | # | of | PCS |
| DIRECT TO SHOWSITE | Massachusetts Higher Education Consortium Receiving Begins September 14, 2017 | C/O SER expos MassMutual (1277 Main Str Springfield, M | Center reet | | |
| | | | | | |
| ш | EXHIBIT MATERIAL | SER EXPOSIT | ION S | ERVI | CES |
| SHOWSITE | EXHIBIT MATERIAL RUSH TO | SER EXPOSIT | ION S | ERVI | CES PCS |

SER EXPOSITION SERVICES 35B New Street Massachusetts Higher Education

35B New Street Worcester, MA 01605 Phone 508.757.3397 Fax 508.757.9136 https://serexpo.com serinfo@serexpo.com

Consortium September 15, 2017 MassMutual Center Springfield, Massachusetts

BOOTH LABOR

Orders must be received with full payment by September 06, 2017. Standard Rates apply to late orders.

| Description | | Discount Rate | Standard Rate |
|---------------|--|---------------|---------------|
| Straight Time | 8:00 AM to 4:30 PM weekdays. | \$75.00 | \$97.50 |
| Over Time | 4:30 P.M. to 8:00 A.M. Monday through Friday, all day Saturday, Sunday and Holidays. | \$112.50 | \$146.25 |

One-hour minimum charge per laborer. Labor after the first hour is charged in half hour increments.

| Starting times guaranteed only at the start of the working day. | | | | | | |
|---|------------|------------|----------------|--------------------|-------------|-----------------|
| Date | Start Time | # of Labor | Estimate Hours | Total Hours | Hourly Rate | Estimated Total |
| | | х | = | @ | \$ = | \$ |
| | | x | = | @ | \$ = | \$ |
| | | · | | | | - |

Supervision of all labor is required. Please indicate supervision plan:

Plan A - Exhibitor Supervision

All work is performed under the supervision of the Exhibitor. The exhibitor representative must check-in at the SER exposition services service desk to pick-up labor ordered and must CHECK OUT labor at the SER exposition services service desk upon completion of the work. SER exposition services is not allowed to proceed without exhibitor representative.

| Company Name | |
|--------------|-------|
| Contact Name | Phone |

Plan B - SER exposition services Installation and Dismantle Supervision without exhibitor present.

All work is done under the direction of SER exposition services personnel. Our charge for this service is 30% of your total labor bill. (\$45.00 minimum).

SER exposition services is authorized to set-up exhibit. SER exposition services is authorized to dismantle exhibit.

Note: In order to complete the work without your representative present, we must have set-up instructions. We must also have an outbound bill of lading provided and/or turned into the SER exposition services Exhibitor Service Desk

Contact Name

Phone

| Describe any special requirements. | | Order Total |
|------------------------------------|-----------------------------------|-------------|
| | Sub Total | |
| | SER Supervision (30% \$45.00 min) | |
| | 6.25% Tax | N/A |
| | Estimated Total | |
| Booth # | | |
| Company Name | Phone | |
| Authorized By | Signature | |

CANCELLATION POLICY: One-hour minimum charge per man if not canceled with 24-hour notice. One-hour minimum charge per laborer for failure to check-in at specified time. All adjustments to charges are to be made at show site. NO CREDITS WILL BE ISSUED AFTER CLOSE OF SHOW. Discount prices are only available on or before September 06, 2017. SER75

Massachusetts Higher Education

Consortium September 15, 2017 MassMutual Center Springfield, Massachusetts

NOTIFICATION OF INTENT TO USE NON-OFFICIAL SERVICE CONTRACTOR

If your company plans to use a firm who is not the official service contractor as designated by Show Management, please complete this form and mail to the address listed below.

| Booth # | |
|----------------------------------|-------------------------|
| Exhibiting Company Name | Phone |
| Authorized By | Contact At Show |
| Contractor's Phone | Non-Official Contractor |
| Contractor's Address | |
| | |
| Type of Service to be performed: | |

The "Non-Official" Service Contractor MUST send a copy of the required Insurance Certificate, with a minimum \$1,000,000 liability coverage, no later than 30 days prior to the first day of exhibitor move in or they will not be permitted to service your exhibit.

It is the responsibility of the exhibitor to see that each representative of a Non-Official contractor abides by the official rules and regulations of this event.

Send form to: SER exposition services 35B New Street Worcester, MA 01605 Due August 14, 2017 Fax 508.757.9136 <u>serinfo@serexpo.com</u> https://serexpo.com/



Request for Exhibitor Services

To qualify for discount rate, request and payment must be received 5 days prior to show/ event opening. Payment in U.S. currency only.

| PLEASE PRINT OR TYPE: Incomplete information will delay proces | sing. |
|--|-------|
|--|-------|

| EVENT OR SHOW / DATE: | BOOTH # (one per form): |
|-----------------------|-------------------------|
| COMPANY NAME: | |
| ORDERED BY / TITLE: | PHONE # () |

Electrical Services

| 120 VOLT CONNECTION* | | | | | SPECIAL REQUIREMENTS | | |
|--------------------------|---|------------------|------------------|---------------|--|--|--|
| QTY | DESCRIPTION | DISCOUNT RATE | Standard Rate | Amount Due | 24 HOUR SERVICE REQUIRED? YES NO | | |
| | 0-1920 WATTS / 0-16 AMPS SINGLE CIRCUIT Includes Power Strip | \$65.00 | \$85.00 | | ADD 50% TO THE CONNECTION CHARGE | | |
| 208 VOI | | IS* | | | OVERHEAD SERVICE REQUIRED? YES NO ADD 100% TO THE CONNECTION CHARGE | | |
| | 30 AMP SINGLE PHASE | \$170.00 | \$213.00 | | NOTE: Overhead service is limited. Please contact Customer Service to determine if service is available | | |
| | 60 AMP SINGLE PHASE | \$292.00 | \$365.00 | | your location. | | |
| | 100 AMP SINGLE PHASE | \$350.00 | \$425.00 | | LABOR | | |
| | 30 AMP THREE PHASE | \$310.00 | \$365.00 | | PRICE OF SERVICE INCLUDES INSTALLATION IN THE MOST CONVENIENT MANNER. MATERIALS, SPECIFIC CONNECTION REQUIREMENTS AND ANY OTHER NECESSARY LABOR WILL E BILLED AT THE FOLLOWING RATES: | | |
| | 60 AMP THREE PHASE | \$460.00 | \$560.00 | | | | |
| | 100 AMP THREE PHASE | \$510.00 | \$625.00 | | | | |
| ELECTF | RICAL SUPPLIES | 5 | | | Monday – Friday 8am-4pm (Except Holidays) \$60.00 | | |
| | 20' EXTENSION CORD | \$25.00 | \$25.00 | | All other times including Holidays \$90.00 All labor is invoiced in full hour increments. Please do not include labor charges with your initial order. Labor | | |
| FIRE PF | REVENTION | | · · · · · | | will be charged through our on-site Customer Service desk. | | |
| | Fire Extinguisher | \$30.00 | \$30.00 | | | | |
| | CONNECTIONS A | AND SUPPLI | ES TOTAL \$ | | | | |
| FIRE PREVENTION TOTAL \$ | | | ON TOTAL \$ | | | | |
| | ELECTRIC | AL SERVICE | ES TOTAL \$ | | 1 | | |

Payment

| ELECTRICAL TOTAL \$ | FOR CREDIT CARD PAYMENT |
|--|------------------------------|
| TELEPHONE AND INTERNET TOTAL \$ | Please Circle – MC Visa AMEX |
| CLEANING TOTAL \$ | Cardholder Name: |
| WATER, DRAIN, AND COMPRESSED GAS TOTAL \$ | Card Number: |
| TOTAL AMOUNT DUE \$ | Exp. Date: CCV: |
| | Signature: |

Please Return Completed Forms To:

EXHIBITOR SERVICES MassMutual Center 1277 Main Street Springfield, Massachusetts 01103

FAX ORDERS (CREDIT CARD ONLY) TO: (413) 271-3211

Checks should be made payable to: MassMutual Center

Questions: call 413-787-6610 and ask for Exhibitor Services

| FOR MMC USE ONLY | | | | | |
|------------------|-------------|--------------|--------------|--|--|
| DATE RECEIVED | RECEIVED BY | CHECK NUMBER | MC/VISA/AMEX | | |

REGULATIONS AND CONDITIONS OF ELECTRICAL SERVICE

- 1. The MMC is the EXCLUSIVE provider of electrical services.
- 2. All payment must be in U.S currency only.
- 3. To qualify for the discount rate, the request and payment must be received 21 days prior to show/event opening.
- 4. Conditions for processing service order forms are:
 - a. The payment for service MUST accompany the service request.
 - b. The date the payment is received determines the applicable rate.
 - c. Incomplete information will delay processing.
- 5. No telephone or facsimile orders will be accepted.
- 6. Any claims for refunds will not be considered unless filed by the Exhibitor with a MMC Customer Service Representative prior to the close of the show or event
- 7. Any Exhibitor requiring additional services or information, please contact your MMC Customer Service Representative.
- 8. MMC order forms cannot be reproduced or copied without express written consent of the MMC.
- 9. This form is for all Client electrical requests for events held at the MassMutual Center.
- 10. Credit will not be given to services installed and not used.
- 11. All equipment and material furnished by the MMC shall remain the property of the MMC and shall be removed only by MMC personnel at the close of the show.
- 12. Services other than those listed in unit price schedule on reverse side will be charged an hourly rate. The minimum charge is one hour.
- 13. Labor rates are based on current wage and benefit rates and are subject to change without notice.
 - a. Monday Friday 8am-4pm (Except Holidays) \$60.00
 - b. All other times including Holidays \$90.00
- 14. Standard wall outlets and other permanent building outlets may not be used by anyone other than MMC personnel or designated service provider.
- 15. Service connection must be made by MMC personnel or designated service provider.
- 16. Rates quoted for all connections cover the installation of the service to the booth area in the most convenient manner to the MMC. Rates quoted do not include snaking cables under carpet already installed, connecting of equipment, tracing of malfunctions, special wiring or repairs. These services may be available at the prevailing labor rates.
- 17. All equipment must comply with state and local safety codes. MMC will refuse connection to any equipment that constitutes a safety hazard.
- 18. Unless otherwise directed, MMC personnel are authorized to cut floor coverings to permit installation of services.

Specific Conditions and Regulations for Electrical Services

- 19. All equipment must comply with state and local safety codes. MMC will refuse connection to any equipment that constitutes a safety hazard.
- 20. If using specific NEMA connector for single and three phase application, please enclose NEMA number, sketch and/or connector NEMA #
- 21. The use of open clip sockets, duplex or triplex attachment plugs, latex or lamp cord is prohibited. All cords must be of the 3 wire grounded type and UL approved. All exposed non-current carrying metal parts of fixed equipment, which are liable to be energized, must be grounded.
- 22. All electrical equipment must be properly tagged and wired with complete information as to type of current, voltage, phase, cycle, horsepower, etc.
- 23. Electrical service available is:
 - a. 120v, A.C. single phase, 60 cycle
 - b. 208v, A.C. single phase, 60 cycle
 - c. 208v, A.C. three phase, 60 cycle

REGULATIONS AND CONDITIONS OF TELEPHONE & INTERNET SERVICES

- 1. The MassMutual Center is the EXCLUSIVE provider of telephone and Internet services.
- 2. All payment must be in U.S currency only.
- 3. To qualify for the discount rate, the request and payment must be received 21 days prior to show/event opening.
- 4. Conditions for processing service order forms are:
 - a. The payment for service MUST accompany the service request.
 - b. The date the payment is received determines the applicable rate.
 - c. Incomplete information will delay processing.
- 5. No telephone or facsimile orders will be accepted.
- 6. Any claims for refunds will not be considered unless filed by the Exhibitor with your MMC Event Manager or Exhibitor Services Representative prior to the close of the show
- 7. Any Exhibitor requiring additional services or information, please contact Exhibitor Services at 413-787-6610.
- 8. MMC order forms cannot be reproduced or copied without express written consent of the MMC.
- 9. Credit will not be given for services installed and not used.
- 10. All equipment and material furnished by the MMC shall remain the property of the MMC and shall be removed only by MMC personnel at the close of the show.
- 11. Services other than those listed in unit price schedule on reverse side will be charged an hourly rate. The minimum charge is one hour.
- 12. Labor rates of \$80/hour for IT support (phone or data) are based on current wage rates and are subject to change without notice.
- 13. Standard wall outlets and other permanent building outlets are not part of the booth space and may not be used by anyone other than MMC personnel or designated service provider.
- 14. Service connection must be made by MMC personnel or designated service provider only.
- 15. Rates quoted for all connections cover the installation of the service to the booth area in the most convenient manner to the MMC. Rates quoted do not include connecting of equipment, tracing of malfunctions, special wiring or repairs. These services are available at the hourly billable rate.
- 16. All equipment must comply with state and local safety codes. MMC will refuse connection to any equipment that constitutes a safety hazard.
- 17. Unless otherwise directed, MMC technicians are authorized to cut floor coverings to permit installation of services.

Specific Internet Connection Regulations and Conditions

18. The Order Form on the opposite side of this page, together with these terms and conditions, shall form an agreement between the entity named on the Order Form ("Company") and the MassMutual Center (MMC), if Company has submitted the Order Form to MMC, along with full payment, and the Order Form and full payment have been received and accepted by MMC. As detailed below, MMC will provide an Ethernet connection to a shared data network attachment at the MassMutual Center. Company will be responsible for providing all the hardware, software and other equipment and facilities needed to connect to the Ethernet and to use the network attachment.

- 19. Users of MMC network services shall not disrupt any of the MMC or other associated networks as a whole or any equipment or system forming part of their systems, or any services provided over, on in connection with any of the MMC or other associated networks. MMC networks shall not be used to transmit any communication where the meaning of the message, or its transmission or distribution, would violate any applicable law or regulation or would likely be highly offensive to the recipient or recipients thereof. Mass distribution of any message, including advertising, may not be "broadcast" or otherwise sent on an intrusive basis to any user of the MMC network or any directly or indirectly attached network. However, when requested by a user of the networks, product information and other commercial messages are permitted to be transmitted over the network. Discussion of a product's relative advantages and disadvantages by users of the product and vendors' response to those who pose questions about their products, may be made available over the MMC networks. Interpretation, application, and possible modification of this Section shall be within the sole discretion of MMC. Questions about any issue arising under this Section should be directed to MMC by attaching Company when it first arises.
- 20. MMC DOES NOT MAKE ANY EXPRESS OR IMPLIED WARRANTY OR ANY KIND, SPECIFICALLY. THERE IS NO EXPRESS OR IMPLIED WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE FOR THE SERVICES TO BE PROVIDED HEREUNDER. The protocol used on the MMC network (TCP/IP) call for end to end verification of the accuracy of any message and such verification is the sole responsibility of the Company. Similarly, these protocols provide for end to end verification of the receipt of all of the data that is transmitted. MMC will not be responsible for any loss of data from delays, non deliveries, incorrect deliveries, service interruptions, including those caused by the negligence, errors or omissions of the MMC, or other losses or damages. Use of information obtained via the services provided hereunder is at Company's own risk. Company is solely responsible for (a) the accuracy and or quality of the information obtained or data transmitted through the MMC network and (b) assuring that each message Company sends or receives and has been received.
- 21. MMC shall not be liable to Company for any damage arising from any event that is out of the control of the MMC. Neither shall MMC be liable to Company for indirect, special, incidental, exemplary, consequential or any other form of money damage, including, but not limited to , lost profits, or of the loss of data or information of any kind, however caused, and arising out of or in connection with the performance of MMC, or the provision of services or performance hereunder, whether based in contract, tort, or any other legal theory, and whether or not MMC has been made aware of the possibility of such damages.
- 22. In no event shall liability exceed a refund of amounts actually paid to MMC by Company for this network attachment.
- 23. This Agreement shall be governed by, and construed in accordance with, the laws of the State of Massachusetts applicable to contract to be performed entirely within the State.
- 24. The network attachment shall be made available by MMC to Company before the beginning through the end of the specified conference.
- 25. MMC shall provide a network attachment via an Ethernet connection at the booth at Company. At its own expense, Company shall be responsible for providing the computer, the attachment to the Ethernet, electric power and all other hardware, software (including TCP/IP software) required to use the network attachment.
- 26. This agreement represents the complete agreement and understanding of the parties with respect to the subject matter herein, and supersedes any other agreement or understanding, written or oral. The agreement may only be modified by a writing signed by both parties.

REGULATIONS AND CONDITIONS OF CLEANING SERVICES

- 1. The MassMutual Center is the EXCLUSIVE provider of cleaning services.
- 2. All payment must be in U.S currency only..
- 3. Conditions for processing service order forms are:
 - a. The payment for service MUST accompany the service request.
 - b. The date the payment is received determines the applicable rate.
 - c. Incomplete information will delay processing.
- 4. No telephone or facsimile orders will be accepted.
- 5. Any claims for refunds will not be considered unless filed by the Exhibitor with the MMC Customer Service Representative prior to the close of the show or event
- 6. Any Exhibitor requiring additional services or information, please contact your MMC Customer Service Representative.
- 7. MMC order forms cannot be reproduced or copied without express written consent of the MMC.

REGULATIONS AND CONDITIONS OF PLUMBING SERVICE

- 1. The MassMutual Center (MMC) is the EXCLUSIVE provider of plumbing services.
- 2. All payment must be in U.S currency only.
- 3. To qualify for the discount rate, the request and payment must be received 21 days prior to show/event opening.
- 4. Conditions for processing service order forms are:
 - a. The payment for service MUST accompany the service request.
 - b. The date the payment is received determines the applicable rate.
 - c. Incomplete information will delay processing.
- 5. No telephone orders will be accepted.
- 6. Any claims for refunds will not be considered unless filed by the Exhibitor with the MMC Exhibitor Services Desk prior to the close of the show or event
- 7. Any client requiring additional services or information, please contact MMC Exhibitor Services directly.
- 8. MMC order forms cannot be reproduced or copied without express written consent of the MMC.
- 9. Credit will not be given to services installed and not used.
- 10. All equipment and material furnished by the MMC shall remain the property of the MMC and shall be removed only by MMC personnel at the close of the show.
- 11. Services other than those listed in unit price schedule on reverse side will be charged an hourly rate. The minimum charge is one hour.
- 12. Labor rates are based on current wage and benefit rates and are subject to change without notice.
 - a. Monday Friday 8am-4pm (Except Holidays) \$60.00
 - b. All other times including Holidays \$90.00
- 13. Standard wall outlets and other permanent building outlets may not be used by anyone other than MMC personnel or designated service provider.
- 14. Under no circumstances shall anyone other than MMC personnel make water, drain, and air connections or install fixtures. All fill and drain work must be completed by MMC personnel or MMC designated service provider.
- 15. Rates quoted for all connections cover the bringing of the service to the booth area in the most convenient manner to the MMC. Additional labor charges may be incurred for the service connection.
- 16. All equipment must comply with state and local safety and plumbing codes. MMC will refuse connection to any equipment that constitutes a safety hazard.
- 17. Unless otherwise directed, MMC personnel are authorized to cut floor coverings to permit installation of services.