



Shepard Exposition Services
 5401-M Hovis Drive
 Charlotte, NC 28208

Customer Service Phone: (704) 394-9140
 Customer Service Fax: (704) 398-0914
 Customer Service Email: charlotte@shepardes.com
 Event Code: K121301110

SHOW INFORMATION

Norton's Apparel, Jewelry and Gift Market

November 13-15, 2010
 Gatlinburg Convention Center
 Gatlinburg, Tennessee

BOOTH PACKAGE

Items provided in your booth, per exhibitor: 8' High backwall drape, 3' or 8' High sidewall drape
 7" x 44" Cardstock Identification Sign
 (2) Side Chairs
 (1) Wastebasket
 (1) 6' Table Riser
 Unlimited 4', 6' & 8' Tables

Show drape color(s): Red & White
 Aisle carpet color: Red

EXHIBIT SHOW SCHEDULE

General Exhibitor Move-in:	Thursday, November 11, 2010	10:00 AM - 8:00 PM
	Friday, November 12, 2010	8:00 AM - 12:00 Midnight
Exhibit Hours:	Saturday, November 13, 2010	9:00 AM - 6:00 PM
	Sunday, November 14, 2010	9:00 AM - 6:00 PM
	Monday, November 15, 2010	9:00 AM - 4:00 PM
Exhibitor Move-out:	Monday, November 15, 2010	4:00 PM - 12:00 Midnight
Freight Re-route Time:	Monday, November 15, 2010	10:00 PM

IMPORTANT DEADLINES

Discount price deadline for all Shepard orders: Thursday, October 28, 2010
 First day for warehouse deliveries without a surcharge: Friday, October 15, 2010
 Last day for warehouse deliveries without a surcharge: Wednesday, November 3, 2010
 First day freight can arrive at show facility: Thursday, November 11, 2010 at 10:00 AM

SHIPPING ADDRESSES

Advance Shipments Address

[Exhibiting Co. Name & Booth Number]

Norton's Apparel, Jewelry and Gift Market
 c/o Shepard Exposition Services
 6041 Tazewell Pike
 Knoxville, TN 37918

Direct Shipments Address

c/o Shepard Exposition Services

[Exhibiting Co. Name & Booth Number]
 Norton's Apparel, Jewelry and Gift Market
 Gatlinburg Convention Center
 234 Historic Nature Trail
 Gatlinburg, TN 37738

ALL UTILITY AND ANCILLARY FORMS SHOULD BE FAXED TO THE NUMBER INDICATED ON FORM. PLEASE DO NOT SEND UTILITY AND/OR ANCILLARY FORMS TO SHEPARD.



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PAYMENT AUTHORIZATION

Norton's Apparel, Jewelry and Gift Market

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Gatlinburg, Tennessee

Please complete the information requested below and return this form with your orders. You may choose to pay by credit card, check payable to Shepard Exposition Services, or bank wire transfer. However, we require your credit card authorization to be on file before we process your order(s) for service. We will use this authorization to charge your credit card account for any additional amounts incurred as a result of show site orders placed by your representative to include material handling charges for shipments received on your company's behalf and any unpaid balance due for Shepard services. **Credits for services will be issued at show site only.**

WIRE TRANSFER

In order to accurately process the transfer of funds from your account, please complete the following information and fax it along with a copy of the wire receipt to the fax number printed on the header of this page. A \$50 service charge will be added for processing checks drawn on foreign banks. A \$25 service charge will be added for processing U.S. wire transfers. \$50 service charge for international wire transfers.

The following information must be included on the bank copy of the wire transfer confirmation:

Name of show that you are attending - **Norton's Apparel, Jewelry and Gift Market**
Exhibiting company name
Booth number

Account Name: Shepard Exposition Services, Inc. Bank Name: Bank of America, Atlanta, Georgia USA
Routing Number: 0260-0959-3 Account Number: 3278494077
SWIFT CODE (US): BOFAUS3N SWIFT CODE (INTL): BOFAUS6S

If payment is not received by the date shown above, I hereby agree to have the balance owed to Shepard Exposition Services, Inc. charged to the credit card indicated in the next section.

CREDIT CARD INFORMATION

Type of Card:   

Credit Card #:

Expiration Date:
Month Year

Billing Address: _____

Security Code:

City, ST, Zip: _____

Name on Card: _____

Authorized Signature: _____

EXHIBITING COMPANY INFORMATION

Please fill out the following information:

COMPANY NAME: _____

BOOTH # _____

COMPANY ADDRESS: _____

PHONE: _____

CITY, ST, ZIP: _____

FAX: _____

CONTACT NAME: _____

EMAIL: _____



PAYMENT POLICY

Show Site Orders: Services ordered at show site will require full payment at the time the order is placed. Purchase orders may not be used in lieu of payment. Regular prices will apply to all show site orders. Floor orders are limited to availability.

Third Party Orders: If you contract your work to a display or exhibit house and require services from Shepard, the payment policy stated above applies. Please pass this information on to them. A Third Party Payment form must be completed and submitted three weeks prior to show opening.

Invoices: Prior to close of show, an invoice will be prepared and delivered to your booth for your review. Credits will be issued at show site only. If you have any questions, or want to pay your invoice by check or cash, please see our customer service representatives at the service desk on site.

Charges: All charges, regardless of amount, must be paid in full by cash, check or credit card. If credit card method is used, please ensure that the card limits are high enough to cover your expected charges.

Past Due Accounts: The buyer understands that there will be a 1 1/2% monthly (18% per year) finance charge on past due accounts and agrees to pay all costs incurred by Shepard Exposition Services while endeavoring to collect this account.

Outbound Services: All outbound services will be processed on your credit card. A copy of the receipt and invoice will be mailed within 10 days of the close of the show.

International Customers: International customers must pay for all services in U.S. funds. A \$50 service charge will be added for processing checks or wire transfers drawn on foreign banks.

U.S. Wire Transfers: A \$25 service charge will be added for processing U.S. wire transfers. Please complete the wire transfer portion of the Payment Authorization form. The credit card portion of the form must still be completed before your order will be processed.

Tax Exempt Status: If you are tax exempt in the state where the show is held, a copy of the certificate must accompany your order.

Rental Responsibility: All materials are on a rental basis and shall remain the property of Shepard. The customer shall be held financially responsible for any damage to Shepard equipment used by the customer.

Price Quotes: Prices quoted are for the duration of the show and include installation, rental, and removal, except where indicated.

Default Colors: If skirting and carpet colors are not selected, show colors will prevail.

Exchanges and Cancellations: Onsite exchanges and cancellations in orders will be assessed a 100% pick-up fee.

DEFINITIONS AND SHEPARD RESPONSIBILITIES

The name "Shepard" shall be construed within the meaning of this contract as Shepard Exposition Services, Inc. and its employees, officers, agents, and assigns including any subcontractors Shepard may appoint. The term "exhibitor" refers to any party who contracts for services with Shepard. Shepard shall be responsible only for those services which it directly provides, and hereby agrees to execute its contracted duties in good faith. Shepard assumes no responsibility for any person, parties, or other contracting firms not under Shepard's direct supervision and control. Shepard shall not be responsible for loss, delay or damage due to strikes, lockouts, work stoppages, natural elements, vandalism, acts of God, civil disturbances, power failures, acts of terrorism or war, or any other causes beyond Shepard's reasonable control; or for ordinary wear and tear in the handling of materials. Due to the security and liability requirements, Shepard personnel will unload all vendor materials from the loading docks to the booths.

INDEMNIFICATION

The exhibitor agrees to indemnify, forever hold harmless and defend Shepard and its employees, officers and agents from and against any and all claims, causes of action, fines, penalties, damages, liabilities, judgments, and expenses on account of personal injury or death, damage to or loss of property or profits arising out of, or contributed to by any of the following: (1) exhibitor's negligent supervision of any labor secured through Shepard or the negligent supervision of such labor by any of the exhibitor's employees, agents, representative, invitees, and/or exhibitor appointed contractor (EAC); (2) exhibitor's negligence, willful misconduct, or deliberate act, or such actions of exhibitor's employees, agents, invitees, representatives, or EACs at the show to which this contract relates, including but not limited to the misuse, improper use, unauthorized alteration or negligent handling of Shepard equipment; or (3) exhibitor's violation of Federal, State or Local ordinance; or violation of show regulations and/or rules as published by the Facility and/or Show Management.

CLAIM(S) FOR LOSS AND PAYMENT FOR SERVICES

Exhibitor agrees that any and all claims for loss or damage shall be submitted to Shepard prior to the conclusion of the show when alleged loss or damage occurred prior to that time, and in all cases within 30 days of the conclusion of the show. For claim reporting purposes, the "conclusion" of the show shall be construed as the end of the day on which exhibitor must vacate the show site. All claims reported after the 30-day period will be rejected. In no event shall a suit or action be brought against Shepard more than one year after the date that loss or damage occurred. Payment for services may not be withheld. In the event of any dispute between Shepard and the exhibitor relative to any loss or damage claim, the exhibitor shall not be entitled to, and shall not withhold payment for Shepard services as an offset against the amount of the alleged loss or damage. Any claim against Shepard shall be considered a separate transaction and shall be resolved on its own merit.

SHEPARD'S LIMITS OF LIABILITY

If found liable for any loss or damage, Shepard's sole and maximum liability for loss or damage to exhibitor's materials will be limited to the repair or replacement with like kind and quantity, subject to a dollar amount not to exceed \$5.00 (five dollars) per pound based on the weight of the articles for which Shepard specifically acknowledges receipt in writing. Shepard shall in no event be liable for collateral, exemplary, indirect costs or damages, or loss of sales resulting from, or related to, a claim for loss of or damage to material.

INBOUND AND OUTBOUND SHIPMENTS

Consistent with trade show industry practices, there may be a lapse of time between the delivery of shipment(s) to the booth and the arrival of the exhibitor or his representative. During such time, the materials will be left unattended. Shepard is not, and cannot be, responsible for loss, damage, theft, or disappearances of exhibitor's materials after same have been delivered to the exhibitor's booth. Similarly, there may be a lapse of time between the completion of packing and the actual pick up of exhibitor's materials from the booth for loading onto a carrier. During such time, the materials will be left unattended. Shepard shall not be responsible for loss, damage, theft, or disappearance of exhibitor's materials before same have been picked up for loading after the show. All materials will be checked at the booth at the time of loading using document(s) submitted by the exhibitor and notations of exceptions to conditions of materials, or piece counts will be made on said document. Shepard assumes no responsibility for loss, damage, theft, or disappearance of exhibitor's materials after same have been delivered to exhibitor's appointed carrier or agent for transportation after the show. Shepard loads materials onto the carrier's truck under the supervision of the carrier driver who checks and signs for the materials. Shepard assumes no liability for any materials after the carrier assumes custody of materials. If exhibitor's designated carrier fails to show by the move out deadline after a show, Shepard shall have the authority to route exhibitor's shipment via an alternate carrier, or return shipment to a local warehouse for disposition at exhibitor's expense.

PACKAGING, CRATES, AND EMPTY CONTAINERS

Shepard shall not be responsible for surface damage to loose or uncrated materials, pad-wrapped, or shrink-wrapped materials. Shepard shall not be responsible for concealed damage, damage to carpets in bags or poly, or damage to materials improperly packed. Shepard shall not be responsible for crates and packaging unsuitable for handling, partially assembled, or having prior damage. Affixing "Empty" storage labels to containers is the sole responsibility of the exhibitor or his representative. All previous labels should be removed. Shepard assumes no responsibility for removal or misdelivery of containers with old labels or incorrect information on labels or for loss or damage to materials stored in containers labeled "empty."



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THIRD PARTY PAYMENT AUTHORIZATION

Norton's Apparel, Jewelry and Gift Market

November 13-15, 2010
Gatlinburg Convention Center
Gatlinburg, Tennessee

Discount Deadline: October 28, 2010

The following information must be completed and the form returned to Shepard by the deadline date.

Both parties MUST sign this form indicating acceptance; otherwise, request will be denied.

When a third party is handling your display and/or paying for any services on your behalf, we will agree to this third party arrangement if the following payment is agreed upon and all signatures are properly completed.

By signing this form, both parties agree and understand that the exhibiting firm is responsible for all charges.

In the event that the named third party does not make payment by show close, Shepard will be paid by the exhibiting firm on demand at show site.

The show site invoice may or may not include any outbound services, such as additional material handling, rigging, and/or shipping charges.

SERVICES TO BE COVERED BY THIRD PARTY

- | | | | |
|---------------------------------------|--|--|---|
| <input type="checkbox"/> All services | <input type="checkbox"/> Rental Furniture | <input type="checkbox"/> Signage | <input type="checkbox"/> Material Handling |
| | <input type="checkbox"/> Carpet | <input type="checkbox"/> Exhibit Display Rentals | <input type="checkbox"/> Overhead Rigging/Labor |
| | <input type="checkbox"/> Other (please specify): _____ | <input type="checkbox"/> Cleaning | <input type="checkbox"/> Installation/Dismantling Labor |

THIRD PARTY INFORMATION

COMPANY NAME: _____

COMPANY ADDRESS: _____ PHONE: _____

CITY, ST, ZIP: _____ FAX: _____

CONTACT NAME: _____ EMAIL: _____

AUTHORIZED SIGNATURE: _____

EXHIBITING COMPANY INFORMATION

COMPANY NAME: _____ BOOTH # _____

COMPANY ADDRESS: _____ PHONE: _____

CITY, ST, ZIP: _____ FAX: _____

CONTACT NAME: _____ EMAIL: _____

AUTHORIZED SIGNATURE: _____

THIRD PARTY CREDIT CARD INFORMATION

Type of Card:   

Credit Card #:

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 Expiration Date:

Month	Year		

Billing Address: _____ Security Code:

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City, ST, Zip: _____

Name on Card: _____

Authorized Signature: _____



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EXPO FURNISHINGS

Norton's Apparel, Jewelry and Gift Market

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Gatlinburg Convention Center

Gatlinburg, Tennessee

TABLES - ALL DISPLAY TABLES ARE 24" WIDE



Choose drape color (place color code next to order):

Red (01) Gold (04) Burgundy (07)

Green (02) Blue (05) Grey (10)

White (03) Black (06) Teal (13)

SKIRTED TABLES						
Code	Qty.	Color	Size	Discount	Regular	Amount
50042			4'L X 30"H	111.60	145.10	
50046			6'L X 30"H	130.35	169.45	
50050			8'L X 30"H	161.20	209.55	
50043			4'L X 42"H	123.45	160.50	
50047			6'L x 42"H	161.20	209.55	
50051			8'L x 42"H	186.00	241.80	
50052			4th Side 30"	59.55	77.40	
50171			4th Side 42"	59.55	77.40	

Tables are 3-sided draped, must order 4th side for all sides to be draped.

UNSKIRTED TABLES					
Code	Qty.	Size	Discount	Regular	Amount
50040		4'L X 30"H	61.45	79.90	
50044		6'L X 30"H	71.90	93.45	
50048		8'L X 30"H	86.50	112.45	
50041		4'L X 42"H	69.15	89.90	
50045		6'L x 42"H	86.50	112.45	
50049		8'L x 42"H	97.25	126.45	

RISERS - WOODEN PLANKING, 8" WIDE

DRAPED RISERS					
Code	Qty.	Size	Discount	Regular	Amount
50082		4'L X 6"H	37.20	48.35	
50084		6'L X 6"H	47.40	61.60	
50086		8'L X 6"H	60.05	78.05	
50083		4'L X 12"H	75.25	97.85	
50085		6'L x 12"H	93.70	121.80	
50087		8'L x 12"H	104.70	136.10	

UNDRAPED RISERS					
Code	Qty.	Size	Discount	Regular	Amount
50076		4'L X 6"H	17.90	23.25	
50078		6'L X 6"H	25.10	32.65	
50080		8'L X 6"H	32.50	42.25	
50077		4'L X 12"H	34.70	45.10	
50079		6'L x 12"H	49.60	64.50	
50081		8'L x 12"H	60.60	78.80	

STANDARD SEATING



Code	Qty.	Item	Discount	Regular	Amount
50020		Side Chair	55.05	71.55	
50021		Arm Chair	60.60	78.80	
50024		Stool w/back	71.60	93.10	

STANDARD ACCESSORIES



Code	Qty.	Item	Discount	Regular	Amount
50091		Wastebasket	16.60	21.60	
50094		Floor Easel	32.50	42.25	
50245		Literature Rack	173.85	226.00	

Literature rack styles may vary based on location and availability.



Code	Qty.	Item	Discount	Regular	Amount
50175		Bag Rack	124.85	162.30	
50092		Coat Rack	44.35	57.65	
50093		Garment Rack	124.85	162.30	



Code	Qty.	Item	Discount	Regular	Amount
50101		Chrome Stanchion	36.55	47.50	
50102		Velvet Rope, 7'	70.55	91.70	
50095		Sign Holder, 22x28	104.70	136.10	

SKIRTING OF EXHIBITOR EQUIPMENT-per linear ft.

50058		Sateen Skirting	12.40	16.10	
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Please choose color from skirted table section.

Please complete the following:

Company Name: _____ **Booth #:** _____
Contact Name: _____ **Phone #:** _____
Authorized Signature: _____

Total Expo Furnishings:	\$
9.250% Tax:	\$
Amount Due:	\$

Signature also indicates you read and accept the Payment Policy and Terms and Conditions.

Must order by discount deadline date to receive discounted pricing. Payment Authorization must be completed and returned with order.

There are no exchanges or refunds once item has been delivered to your booth. Cancellation must be received 24 hours prior to first exhibitor move-in day.



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CARPETING & CLEANING

Norton's Apparel, Jewelry and Gift Market

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Gatlinburg Convention Center

Gatlinburg, Tennessee

EXPO CARPET - 16 OZ.

Choose Color:

Red (01)	<input type="checkbox"/>	Black (06)	<input type="checkbox"/>
Blue (05)	<input type="checkbox"/>	Teal (13)	<input type="checkbox"/>
Grey (10)	<input type="checkbox"/>	Burgundy (07)	<input type="checkbox"/>

Qty.	Item	Discount	Regular	Amount
50255	10' x 10'	147.40	191.60	
50256	10' x 20'	287.40	373.60	
50257	10' x 30'	427.45	555.70	
50258	10' x 40'	574.85	747.30	

Variation in dye lot may occur when ordering more than one cut of carpet.

SPECIAL CUT EXPO CARPET

50006	Per Square Foot	3.10	4.05	
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In order to protect special cut carpet during set up, Visqueen will automatically be installed at published rate listed below.

Prices quoted above include installation and taping of front edge only. All rental carpet is delivered clean to your booth space, but during setup, carpet may become dirty. Please order cleaning service at least once before show opening.

PREMIUM CARPET - 32 OZ., 100% ULTRA CUT PILE WITH ACTION BACK OR JUTE BACKING

Choose Color:

Red (01)	<input type="checkbox"/>	Black (06)	<input type="checkbox"/>
Deep Navy (22)	<input type="checkbox"/>	Charcoal (17)	<input type="checkbox"/>
Silver Cloud (18)	<input type="checkbox"/>	Peacock (32)	<input type="checkbox"/>

Qty.	Item	Discount	Regular	Amount
46001	Rental/sq.ft	4.30	5.60	
46003	Rental 1000+/sq.ft	3.70	4.80	
46002	Purchase/sq.ft.	9.95	12.95	

Minimum 100 sq. ft. is required. No refunds on cancellations. Rental includes installation and removal. Purchase carpet, please fill out Labor Order Form (carpet installation section) to have carpet installed.

In order to protect premium cut carpet during set up, Visqueen will automatically be installed at published rate listed below.

PADDING & VISQUEEN

Qty.	Item	Discount	Regular	Amount
50009	1/2" Padding	0.65	0.85	
50008	1" Padding	1.25	1.65	
50010	Visqueen	0.40	0.50	

BOOTH DIMENSIONS

What is your booth size (ft.)?

X = sq. ft.

BOOTH CLEANING - Minimum 100 sq.ft.

Booth cleaning rates are per square foot.

Qty.	Item	Discount	Regular	Amount
47001	Vacuum Once	0.33	0.45	
47002	Daily Vacuum	0.99	1.30	

Carpet is delivered clean, but may become dirty during setup. We suggest that you order vacuuming at least once before show opening.

PERIODIC PORTER SERVICE

Porter Service Rates are per square foot

Qty.	Item	Discount	Regular	Amount
47030	Porter Svc Once	0.20	0.25	
47031	Daily Porter Svc	0.60	0.80	

Porter Service includes emptying wastebaskets within the booth every two hours during the show. It may be ordered once for the first day of the show only or daily.

Please note: booth cleaning and porter service are non-taxable for this show.

Total Carpeting & Cleaning	\$
9.25% Tax:	\$
Amount Due:	\$

Company Name: _____ Booth #: _____
 Contact Name: _____ Phone #: _____
 Authorized Signature: _____

Signature also indicates you read and accept the Payment Policy and Terms and Conditions.

Must order by discount deadline date to receive discounted pricing. Payment Authorization must be completed and returned with order.

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SPECIALTY FURNISHINGS/ACCESSORIES

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SPECIALTY CHAIRS AND TABLES



Qty.	Item	Discount	Regular	Amount
51086	Director's Chair	57.30	74.50	
51090	Director's Stool	102.50	133.25	
50032	Ped. Table,30"	198.95	258.65	
51089	Ped. Table,42"	225.95	293.75	
50030	Rnd Side Table	68.35	88.85	
50031	Sq. Side Table	68.35	88.85	

MISCELLANEOUS ITEMS



Qty.	Item	Discount	Regular	Amount
50185	Drawing Bowl	27.50	35.75	
50098	Refrigerator	358.20	465.65	
50088	8' Upright	16.55	21.50	
50089	8' Crossbar	11.00	14.30	



SPECIAL DRAPERY BACKGROUNDS - Per linear foot

Must be approved by show management.

Lin. Ft.	Item	Discount	Regular	Amount
50073	8' High	14.05	18.25	
50074	3' High	11.10	14.45	

Choose Color: Minimum 4' panel rental required.

- Red (01)
 Blue (05)
 Grey (10)
 White (03)
 Black (06)
 Burgundy (07)

Please complete the following:

Company Name: _____ **Booth #:** _____
Contact Name: _____ **Phone #:** _____
Authorized Signature: _____

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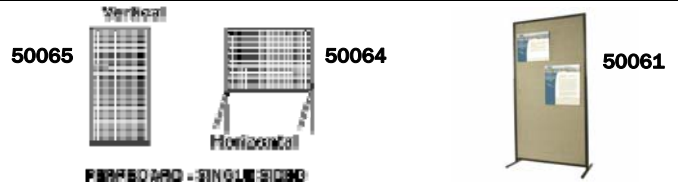
GRID AND GRID ACCESSORIES



Qty.	Size	Discount	Regular	Amount
50236	2'X8' w/legs, each	127.80	166.15	
50237	2'X8' w/o legs, each	95.90	124.65	
50242	7-Ball Waterfall	8.80	11.45	

Other accessories available, please call customer service for more information.

1/4" PERFBORD & VELCRO TACK BOARD



Qty.	Item	Discount	Regular	Amount
50065	4'X8' Vert., 1/4"holes	172.50	224.25	
50064	4'X8' Horz., 1/4"holes	172.50	224.25	
50104	6" Hooks (12)	28.40	36.90	
50060	4' X 8' Horz.	173.05	224.95	
50061	4' x 8' Vert.	173.05	224.95	

Total Specialty Furnishings/Accessories	\$
9.250% Tax:	\$
Amount Due:	\$



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SHOWCASE RENTAL ORDER FORM

Norton's Apparel, Jewelry and Gift Market




November 13-15, 2010

Gatlinburg Convention Center

Gatlinburg, Tennessee

SHOWCASE RENTAL ORDER INFORMATION

All regular showcases include: Standard light, plunger lock, open rear storage and stock white interior.
Optional features, such as mirror back doors, floorboards and storage doors, may be added.

Jewelry View	Full View				
(4' - 50069)(5' - 50128) (6' - 50070)	(4' - 50067) (5' - 50127)(6' - 50068)				
Please Choose Size: 4' ___ 5' ___ 6' ___	Please Choose Size: 5' ___ 6' ___				
38"Hx20"D with 12"H View	38"Hx20"D with 34"H View				
Please Choose Jewelry View Color:	Please Choose Full View Color:				
BLACK ___ WHITE ___	AVAILABLE ONLY IN GRAY MARBLE ___				
Discount Price: \$225.00 Regular Price: \$265.00	Discount Price: \$225.00 Regular Price: \$265.00				
					
Half View	Worksheet				
(4' - 50071)(5' - 50129)(6' - 50072)					
Please Choose Size: 4' ___ 5' ___ 6' ___					
38"Hx20"D with 20"H View					
Please Choose Half View Color:					
BLACK ___ GRAY MARBLE ___ WHITE ___					
Discount Price: \$225.00 Regular Price: \$265.00					
	Item	Discount Price	Regular Price	Qty.	Total
	Full View	\$225.00	\$265.00		\$ ___
	Jewelry View	\$225.00	\$265.00		\$ ___
	Half View	\$225.00	\$265.00		\$ ___
	Colors, cases and sizes are limited and distributed on a first-come, first-serve basis.			9.250%	\$ ___
			Total		\$ ___

Please complete the following:

Company Name: _____ **Booth #:** _____
Contact Name: _____ **Phone #:** _____
Authorized Signature: _____

Signature also indicates you read and accept the Payment Policy and Terms and Conditions.

Must order by discount deadline date to receive discounted pricing. Payment Authorization must be completed and returned with order.

There are no exchanges or refunds once item has been delivered to your booth. Cancellation must be received 24 hours prior to first exhibitor move-in day.



Shepard Exposition Services

5401-M Hovis Drive

Charlotte, NC 28208

Customer Service Phone: (704) 394-9140

Customer Service Fax: (704) 398-0914

Customer Service Email: charlotte@shepardes.com

Event Code: K121301110

Discount Deadline: October 28, 2010

LABOR ORDER FORM

Norton's Apparel, Jewelry and Gift Market

November 13-15, 2010

Gatlinburg Convention Center

Gatlinburg, Tennessee

INSTALLATION & DISMANTLING LABOR ESTIMATE AND QUESTIONNAIRE

Please complete the following:

Are you requesting this labor for assembling your hanging sign? Yes No

How many laborers will you require? _____ Installation _____ Dismantling

Date of installation: _____ Requested start time: _____ Est. Hours _____

Date of dismantling: _____ Requested start time: _____ Est. Hours _____

I will need Shepard Supervised Labor for (please check one):

Installation Dismantling Both Install/Dismantle

I will need Exhibitor Supervised Labor for (please check one):

Installation Dismantling Both Install/Dismantle

Code	Qty.	Item	Discount	Regular	Sup. Fee	Amount
Shepard Supervised Labor (Exhibitor not present)						
68066		ST	52.00	67.60	30% **	
68067		OT	78.00	101.40	30% **	
68068		DT	104.00	135.20	30% **	

**Supervisory fee is 30% of total cost or \$60, whichever is greater.

Code	Qty.	Item	Discount	Regular	Amount
Exhibitor Supervised Labor					
68060		ST	52.00	67.60	
68061		OT	78.00	101.40	
68062		DT	104.00	135.20	

Dismantle: 68063/68064/68065

Sup install: 68069 Sup dismantle: 68073

Labor Hours

ST - Straight time: Monday-Friday, 8:00 AM - 5:00 PM

OT - Overtime: Monday-Friday, 5:00 PM - Midnight; Saturday, 8:00 AM - Midnight

DT - Double time: All other hours and holidays

If you are shipping carpet to the show and require Shepard to install it for you, please complete the following:

Exhibitor-Owned Carpet Installation/Dismantling					
68080		SQ. FT.	1.00	1.30	
68079		MINIMUM	104.00	135.20	

Booth size: _____ ft. x _____ ft. = _____

Carpet install date/time: _____

Please note:	- Hours are based on estimates, you will be invoiced for actual time incurred.	Subtotal	\$
	- Requested times are not guaranteed and are based on availability.	N/A Tax:	\$
	- Minimum one hour will be charged. Additional time will be billed in in half-hour increments.	Amount Due:	\$

SHEPARD SUPERVISION INFORMATION

Please complete this section if you have chosen Shepard to supervise your installation and/or dismantling.

Inbound Freight Information

Carrier Company Name: _____

of pieces: _____ Weight of Shipment: _____

Is shipment? Crated Uncrated

Tracking/Pro #: _____

Estimated arrival date: _____

Shipment to arrive at: Warehouse Show site

Outbound Freight Information

Carrier Company Name: _____

Deliver Shipment To: _____

Address: _____

City, ST, Zip: _____

Type of Service (air, van line, ground, etc.): _____

If for any reason your shipment is not picked up by your carrier, please choose one of the following options:

Force freight through preferred carrier:

Send shipment back to Shepard warehouse: (\$400 min. fee)

Set-up Information for Installation

Please check all that apply and provide information where requested.

Booth Size: x

Forklift required? Yes No

Carpet is? owned rented from Shepard

Carpet padding? Yes No

Drawings are? Faxed to Shepard Shipped w/exhibit crates

Services You Have Ordered

(please check all that apply)

Electrical Furniture A/V Equipment

Booth Cleaning Telephone/Internet

Electrical Information:

Electrical should go under the carpet (diagram is attached)

Electrical drawings are attached

Electrical drawings are with exhibit in crate number

Electrical drawings were sent to the official contractor

On-site Exhibitor Contact Information

Name: _____ Phone #: _____

Hotel: _____

Arrival date/time: _____

Departure date/time: _____

Please complete the following: **Company Name:** _____ **Booth #:** _____

Contact Name: _____ **Phone #:** _____

Authorized Signature: _____

Signature also indicates you read and accept the Payment Policy and Terms and Conditions.

Must order by discount deadline date to receive discounted pricing. Payment Authorization must be completed and returned with order.

Orders cancelled without 24-hour notices will be charged a one (1) hour cancellation fee.



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Discount Deadline: October 28, 2010

GROUND RIGGING/FORKLIFT RENTAL

Norton's Apparel, Jewelry and Gift Market

November 13-15, 2010

Gatlinburg Convention Center

Gatlinburg, Tennessee

GROUND RIGGING FORKLIFT RENTAL

DO NOT USE THIS FORM FOR MATERIAL HANDLING SERVICES.

Please complete the following: # of pieces to be spotted _____ Heaviest piece to be spotted _____
Requested date/time: _____ (times are not guaranteed)

Description of work to be performed: _____

Code	Qty.	Item Description	Discount	Regular	Amount
FORKLIFT RENTAL - UP TO 5,000 LB CAPACITY					
35028		Straight-time Hourly Rental	155.00	201.50	
35039		Overtime Hourly Rental	187.50	243.75	
35067		Double-time Hourly Rental	220.00	286.00	

Code	Qty.	Item Description	Discount	Regular	Amount
FORKLIFT RENTAL - UP TO 10,000 LB CAPACITY					
35029		Straight-time Hourly Rental	310.00	403.00	
35049		Overtime Hourly Rental	375.00	487.50	
35069		Double-time Hourly Rental	440.00	572.00	

Code	Qty.	Item Description	Discount	Regular	Amount
FORKLIFT RENTAL - UP TO 20,000 LB CAPACITY					
35035		Straight-time Hourly Rental	465.00	604.50	
35066		Overtime Hourly Rental	562.50	731.25	
35070		Double-time Hourly Rental	660.00	858.00	

CRANE RENTAL AVAILABLE UPON REQUEST

ST - Straight time: Monday-Friday, 8:00 AM - 5:00 PM
OT - Overtime: Monday-Friday, 5:00 PM - Midnight; Saturday, 8:00 AM - Midnight
DT - Double time: All other hours and holidays

RIGGING LABOR RATES

Code	Qty.	Item Description	Discount	Regular	Amount
RIGGING FOREMAN LABOR PER MAN HOUR					
35085		Straight-time Hourly Rate	65.00	84.50	
35086		Overtime Hourly Rate	97.50	126.75	
35099		Double-time Hourly Rate	130.00	169.00	

Code	Qty.	Item Description	Discount	Regular	Amount
RIGGERS AND MATERIAL HANDLERS PER MAN HOUR					
35087		Straight-time Hourly Rate	52.00	67.60	
35100		Overtime Hourly Rate	78.00	101.40	
35101		Double-time Hourly Rate	104.00	135.20	

PLEASE NOTE:

Rate structure includes lift and (1) operator only.

Minimum crews are based on scope of work and area jurisdiction.

Additional labor and groundmen will be billed at the hourly rate.

The minimum charge for labor and equipment is one (1) hour. Labor and equipment thereafter is charged in half (1/2) hour increments.

Orders cancelled without 24-hour notices will be charged a one (1) hour cancellation fee.

PLEASE NOTE:

The minimum charge for labor and equipment is one (1) hour. Labor and equipment thereafter is charged in half (1/2) hour increments.

Orders cancelled without 24-hour notices will be charged a one (1) hour cancellation fee.

Please complete the following:

Company Name: _____ **Booth #:** _____
Contact Name: _____ **Phone #:** _____
Authorized Signature: _____

Signature also indicates you read and accept the Payment Policy and Terms and Conditions.

Must order by discount deadline date to receive discounted pricing. Payment Authorization must be completed and returned with order.

There are no exchanges or refunds once item has been delivered to your booth. Cancellation must be received 24 hours prior to first exhibitor move-in day.

Subtotal	\$
N/A Tax:	\$
Amount Due:	\$



Shepard Exposition Services

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Event Code: K121301110

Discount Deadline: October 28, 2010

SIGN ORDER FORM

Norton's Apparel, Jewelry and Gift Market

November 13-15, 2010

Gatlinburg Convention Center

Gatlinburg, Tennessee

SIGNS, BANNERS AND ACCESSORIES

Code	Qty.	Description	Discount	Regular	Amount
Standard Foamcore Signs, Single-sided					
70009		Vertical, 22" x 28"	121.80	158.35	
70010		Horz., 22" x 28"	121.80	158.35	
70011		Vertical, 28" x 44"	188.75	245.40	
70012		Horz., 28" x 44"	188.75	245.40	
70025		Meterboard, 39" x 90.75"	375.30	487.90	
Accessories					
70017		Blank Foamcore, 4'x 8'	33.05	42.95	
70021		Velcro, per ft, min. 5 ft.	2.20	2.85	

Code	Qty.	Description	Discount	Regular	Amount
Vinyl Banners with Digital Printing					
70065		grommets, per sq. ft.-Vertical	15.40	20.00	
70071		grommets, per sq. ft. - Horizontal	15.40	20.00	
70066		Pockets, per sq. ft. - Vertical	16.55	21.50	
70072		Pockets, per sq. ft. - Horizontal	16.55	21.50	

Replacement ID Sign - Cardstock					
70004		7" x 44" Horz.	36.35	47.25	

Sign prices are based on customer supplying print-ready graphics in the requested format (see below).

Please complete the following:

Company Name: _____ **Booth #:** _____
Contact Name: _____ **Phone #:** _____
Authorized Signature: _____

Subtotal	\$	
9.250% Tax	\$	
Amount Due	\$	

Signature also indicates you read and accept the Payment Policy and Terms and Conditions.

Must order by discount deadline date to receive discounted pricing. Payment Authorization must be completed and returned with order.

Graphic files/requests must be received by discount deadline date to qualify for discounted prices.

There are no exchanges or refunds once sign has been ordered and processed.

SIGN SUBMISSION INFORMATION

Please follow these requests, so Shepard can provide the highest of quality signs for your show.

File Submission Media

- ~ CD-ROM
- ~ Email attachment (4 mgs or smaller only)
- ~ FTP (.zip compression), call for FTP information

When sending disks, please label them with the following:

Exhibitor Co. Name, Booth #, Show Name, Show Date

Acceptable Software & Formats

- ~ Adobe Illustrator (AI/EPS), InDesign, Photoshop & Acrobat
- ~ Files should be formatted in high-resolution quality, 100-300 dpi
- ~ Vector-based artwork preferred with fonts converted to outline

Artwork Dimensions & Color Specifications

- ~ All artwork submitted should be created at 100% actual size or in 10% reduction increments (please indicate scale used)
- ~ Specify target colors as PMS C or U, and send us 100% accurate proofs with your disk. (Color variations may occur due to output devices.)

Other Graphic Services Available

- ~ Artwork/graphic design services (70067)
- ~ Logo reproduction (70052)
- ~ Special artwork mounting (70069)

Please note: If customer-provided graphic files are not to exact specifications/requirements, a design-time surcharge will apply.



Shepard Exposition Services

1531 Carroll Drive, NW

Atlanta, GA 30318

Shepard Logistics Phone: 888-568-8858

Shepard Logistics Fax: 404-720-8733

Shepard Logistics Email: logistics@shepardes.com

Event Code: K121301110

SHEPARD LOGISTICS SERVICES

Norton's Apparel, Jewelry and Gift Market

November 13-15, 2010

Gatlinburg Convention Center

Gatlinburg, Tennessee

COMPLETE THIS FORM ONLY IF YOU ARE SHIPPING YOUR EXHIBIT MATERIALS BY SHEPARD LOGISTICS SERVICES

EXHIBIT MATERIALS TRANSPORTATION

INBOUND PICK UP LOCATION INFORMATION

• Payment Authorization form must be on file to pick up as charges will be included on your show services invoice.

Requested Pick Up Date: _____

Hours of Operation: _____

Company _____

Address _____

(City) (State) (Zip)

SHIPPING INFORMATION

Items to be shipped

Number of Pieces Est. Weight

Crates _____

Cartons (cardboard) _____

Cases/Trunks (fiber) (color) _____

Skids/Pallets _____

Carpet (color) _____

Other _____

Total Pieces Total Wt.

Declared Value \$ _____

Available at exhibitors' expense at the rate of \$1.00 per \$100.00 of value declared. Minimum charge of \$10.00.

Size of largest piece: L _____ W _____ H _____

Loading Dock Yes No Lift Gate _____

Residential _____ Inside Pick up _____ Inside Delivery _____

Special Instructions: _____

SHIP TO

I will be shipping to the **WAREHOUSE**
(Company Name, Booth #)
Norton's Apparel, Jewelry and Gift Market
c/o Shepard Exposition Services
6041 Tazewell Pike
Knoxville, TN 37918

Warehouse Deadline November 3, 2010
Date

I will be shipping to **SHOW SITE**
c/o Shepard Exposition Services
(Company Name, Booth#)
Norton's Apparel, Jewelry and Gift Market
Gatlinburg Convention Center
234 Historic Nature Trail
Gatlinburg, TN 37738

Delivery date: November 11, 2010

OUTBOUND SHIPPING INFORMATION

I would like to schedule Outbound Transportation. Please provide me with a Material Handling Agreement at show site for my shipping instructions and signature. So we may deliver your Outbound Material Handling Agreement and labels, please complete the following information.

Ship to Address:

Contact Name: _____

Phone: _____

Deliver By Date: _____

Number of labels: _____

Special Instructions: _____

TYPE OF SERVICE - Choose One

Next Day Air 2nd Day Air

Service via Air Transportation is charged based on Dimensional weight or Actual weight whichever is greater.

Standard Ground Other (Truck Load, Specialized)

TRANSPORTATION CHARGES

Charges for transportation services provided by Shepard shall be billed to the Credit Card on file.

Type Card _____ ending in _____ (last 4 digits)

FAX COMPLETED FORM TO 404-720-8733

A REPRESENTATIVE FROM SHEPARD LOGISTICS WILL CONFIRM RECEIPT OF YOUR EXHIBIT TRANSPORTATION REQUEST.

Please complete the following:

Exhibiting Co. Name: _____ Booth #: _____

Contact Name: _____ Phone #: _____

Email: _____ Fax #: _____

Authorized Signature: _____

Signature indicates you have read and accept the Payment Policy and Terms and Conditions.

SHIPPING LABELS


Norton's Apparel, Jewelry and Gift Market

ADVANCE SHIPPING ADDRESS LABELS

R U S H	
	ADVANCE WAREHOUSE
	TO: _____ (EXHIBITING CO. NAME)
	Booth #: _____ c/o Shepard Exposition Services 6041 Tazewell Pike Knoxville, TN 37918
	Delivery Hours: M-F, 8-4:30 PM
	For: Norton's Apparel, Jewelry and Gift Market First day freight can arrive w/o a surcharge: October 15, 2010 Last day freight can arrive w/o a surcharge: November 3, 2010

R U S H	
	ADVANCE WAREHOUSE
	TO: _____ (EXHIBITING CO. NAME)
	Booth #: _____ c/o Shepard Exposition Services 6041 Tazewell Pike Knoxville, TN 37918
	Delivery Hours: M-F, 8-4:30 PM
	For: Norton's Apparel, Jewelry and Gift Market First day freight can arrive w/o a surcharge: October 15, 2010 Last day freight can arrive w/o a surcharge: November 3, 2010

DIRECT TO SHOW SITE SHIPPING ADDRESS LABELS

R U S H	
	DIRECT TO SHOW
	TO: _____ (EXHIBITING CO. NAME)
	Booth #: _____ C/O: SHEPARD EXPOSITION SERVICES Gatlinburg Convention Center 234 Historic Nature Trail Gatlinburg, TN 37738
	For: Norton's Apparel, Jewelry and Gift Market MUST NOT BE DELIVERED PRIOR TO: November 11, 2010 @ 10:00 AM

R U S H	
	DIRECT TO SHOW
	TO: _____ (EXHIBITING CO. NAME)
	Booth #: _____ C/O: SHEPARD EXPOSITION SERVICES Gatlinburg Convention Center 234 Historic Nature Trail Gatlinburg, TN 37738
	For: Norton's Apparel, Jewelry and Gift Market MUST NOT BE DELIVERED PRIOR TO: November 11, 2010 @ 10:00 AM

HANGING SIGN SHIPPING LABELS

Norton's Apparel, Jewelry and Gift Market

HANGING SIGN SHIPPING ADDRESS LABELS

HANGING SIGN: If you have a sign or anything (truss, etc.) that has been approved to hang from the ceiling, send it to the advance shipping warehouse address. Hanging items must be identified and readily available since they are installed first, before the show floor becomes encumbered by freight.

R U S H	
	ADVANCE WAREHOUSE
	HANGING SIGN
	TO: _____ (EXHIBITING CO. NAME)
	Booth #: _____ c/o Shepard Exposition Services 6041 Tazewell Pike Knoxville, TN 37918
	Delivery Hours: M-F, 8-4:30 PM
	For: Norton's Apparel, Jewelry and Gift Market First day freight can arrive w/o a surcharge: October 15, 2010 Last day freight can arrive w/o a surcharge: November 3, 2010

R U S H	
	ADVANCE WAREHOUSE
	HANGING SIGN
	TO: _____ (EXHIBITING CO. NAME)
	Booth #: _____ SHEPARD EXPOSITION SERVICES 6041 Tazewell Pike Knoxville, TN 37918
	Delivery Hours: M-F, 8-4:30 PM
	For: Norton's Apparel, Jewelry and Gift Market First day freight can arrive w/o a surcharge: October 15, 2010 Last day freight can arrive w/o a surcharge: November 3, 2010



Shepard Exposition Services
 5401-M Hovis Drive
 Charlotte, NC 28208

Customer Service Phone: (704) 394-9140
 Customer Service Fax: (704) 398-0914
 Customer Service Email: charlotte@shepardes.com
 Event Code: K121301110

MATERIAL HANDLING AUTHORIZATION

Norton's Apparel, Jewelry and Gift Market

November 13-15, 2010
 Gatlinburg Convention Center
 Gatlinburg, Tennessee

SHIPMENT INFORMATION

Please complete the following information:

We plan to ship to: Advance Warehouse Direct to Show Site
 We plan to ship on (date): _____
 Our materials should arrive on (date): _____
 Carrier Name: _____ Pro #: _____
 Origin of Shipment (city, state): _____
 Please provide a contact name and number for any questions Shepard may have in regards to this shipment:
 Name: _____ Phone: _____

Please indicate number of pieces and the estimated weight:

# of Pieces	Description	Weight
	Crates	
	Cartons	
	Cases	
	Carpet	
	Miscellaneous	
Total Weight		

MATERIAL HANDLING RATES AND ESTIMATE WORKSHEET

SHIP WITH SHEPARD LOGISTICS AND RECEIVE A 10% DISCOUNT ON MATERIAL HANDLING WITH *Signature Series Shipping*.

To set up your *Signature Series Shipping*, please call 888-568-8858, or complete the Shepard Logistics Order Form included in this manual. *Signature Series Shipping* does not apply to shipments considered small package, local or shipments over 10,000 lbs. Roundtrip SLS shipping is required to qualify for *Signature Series Shipping*.

COMPUTATION OF MATERIAL HANDLING SERVICES

The following services, whether used completely, or in part, are offered as a package. When recording weight, round up to the next 100 lbs. For example: 285 lbs. = 300 lbs./100 lbs. = 3 X RATE = \$ Amount or minimum charge, whichever is greater.

Standard Material Handling					
Weight	Description			Price	Total
Direct Shipments to Showsite					
	\$54.00	\$81.00	\$70.25		
	Crated	Uncrated	Special Handling		
	35030 / 35033	35043	35038		
Advance Shipments to Warehouse					
	\$58.00	\$75.50			
	Crated	Special Handling			
	35010 / 35013	35036			
Pieces	Specialized Carrier Shipment (small packages under 50 lbs.)				
	\$29.00	\$58.00			
	Each carton	Min. per shipment			
	35048	35045			

Signature Series Material Handling					
Weight	Description			Price	Total
Direct Shipments to Showsite					
	\$48.50	\$72.75	\$63.00		
	Crated	Uncrated	Special Handling		
	35390 / 35395	35391 / 35399	35394 / 35402		
Advance Shipments to Warehouse					
	\$52.25	\$68.00			
	Crated	Special Handling			
	35393 / 35397	35392 / 35401			
Overtime					
	Overtime: 30% fee for every overtime application			30%	

RATES ARE PER 100 LBS. WITH A 200 LB. MINIMUM

For credit card payments, please complete the payment authorization form. Any additional overtime charges will be invoiced at Subtotal \$
 show site and are subject to change pending move-in/move-out schedule. N/A Tax: \$
 We understand that your calculation is only an estimate. Invoicing will be calculated from actual certified weight ticket or reweigh Amount Due: \$
 ticket on inbound material handling receiving report. Adjustments will be made accordingly. Any adjustments to charges must be made at show site.

Single pieces weighing more than 5000 pounds CANNOT be accepted at the warehouse. Loose, easily damaged, uncrated, or blanket-wrapped shipments should be shipped directly to the show site.

If you have any questions about material handling, please contact Shepard Customer Service department.

Please complete the following:

Company Name: _____ **Booth #:** _____
Contact Name: _____ **Phone #:** _____
Authorized Signature: _____

Shepard Exposition Services is authorized to perform material handling services on behalf of the exhibiting company named above. Signature also indicates you have read and accept the Payment Policy and Terms and Conditions, sign and return to Shepard.

Payment Authorization must be completed and returned with Material Handling Worksheet. Other charges may apply, please review Material Handling Information form included in this manual.



Shepard Exposition Services
5401-M Hovis Drive
Charlotte, NC 28208

Customer Service Phone: (704) 394-9140
Customer Service Fax: (704) 398-0914
Customer Service Email: charlotte@shepards.com
Event Code: K121301110

MATERIAL HANDLING INFORMATION

Norton's Apparel, Jewelry and Gift Market

November 13-15, 2010
Gatlinburg Convention Center
Gatlinburg, Tennessee

MATERIAL HANDLING INFORMATION & ADDITIONAL CHARGES

SPECIAL HANDLING

Rate as shown on Material Handling Authorization Form

The standard material handling applies to shipments that can be readily handled off or onto a truck using a conventional forklift or pallet jack equipment without rehandling. A special handling charge applies if your shipment requires extra labor for stacking or unstacking containers on a truck (cubic loading), tarping or untarping freight or containers, or rigging pieces for loading or unloading on a truck or from the ground, or other circumstances requiring the rehandling of materials.

OVERTIME

Surcharge: 30%

35301

Based on show move-in/move-out schedule and/or late driver check-in, an overtime surcharge per occurrence applies to shipments handled at show site during overtime hours. Your advance warehouse shipments may be received during straight time, but due to scheduling conflicts beyond Shepard's control may be moved into the exhibit hall on overtime. Any additional overtime charges will be invoiced at show site and are subject to change pending move-in/move-out schedules. Handling times will be documented on shipping documents. Drivers picking up outbound shipments will be sequenced for loading ONLY after a bill of lading is submitted to the Shepard Service Desk AND the driver has checked in.

LATE SHIPMENTS

Surcharge: 25%

35003

A surcharge will apply to shipments not arriving within the published dates (refer to Show Information page for dates) for advance warehouse or arriving on show site after show opening.

UNCRATED SHIPMENTS

Rate as shown on Material Handling Authorization Form

An additional charge of 50% (or as stated on Material Handling Authorization page) of the applicable material handling charge at the time of delivery shall be charged for all loose, uncrated, or unprotected shipments received at the show site docks. The charge is a one-time charge that includes both move-in and move-out of the show, and is based on the weight of the shipment handled.

OFF-TARGET DELIVERIES

Surcharge: 15%

35004

For targeted shows (exhibitors who received/requested a Targeted Date/Time), a surcharge will apply if shipment is not delivered (or carrier has not checked in) during assigned target date/time.

PADDED VAN DELIVERIES

Surcharge: \$8.00/CWT

35041

A padded van surcharge applies to van line carriers that transport freight at cubic displacement rates, operate a non-standard dock height equipment, require freight on the truck to be unloaded in a specific order or orientation, or require that freight on the truck be moved to unload the actual delivery.

MARSHALING YARD

Surcharge: Maximum \$25.00

35250

Where Shepard Exposition Services as the show contractor must lease space for marshaling yard operations because no space is provided by the facility, Shepard may charge a fee per shipment processed through the marshaling yard.

REWEIGH OF SHIPMENTS

Surcharge: \$25.00 per forklift load

35282

An additional charge per forklift load will be applied to shipments that have to be reweighed at the dock due to the lack of a certified weight ticket, or an incorrect or understated weight on a delivery document.

EMPTY CRATE STORAGE

Surcharge: \$10.00 per piece, Minimum \$40.00

35105

A charge per crate, carton or skid applies when Shepard handles the storage and return of empties from a shipment not received by Shepard and therefore not subject to material handling charges.

ENVELOPE DELIVERIES

Surcharge: \$10.50 per envelope

35007

During show hours at the show facility, a charge will apply to receiving and delivering envelope packages to your booth.

SECURED STORAGE

Surcharge: \$.80/sq. ft., Minimum \$20.00 Min. one-hour labor fee for each trip

35400

Only Shepard personnel have access to secured storage. A minimum one-hour material handler charge at show rates will apply each time material is handle to or from storage. There is no charge to return materials to your booth at the close of the show.

ACCESSIBLE STORAGE

Surcharge: Based on applicable Labor rate (refer to labor order form).

35166

Accessible storage will be accessible during the show, but not necessarily by exhibitors. There will be no charge to return material to the booth at the close of the show.

WAREHOUSE STORAGE

Surcharge: Minimum one-hour labor fee for each trip

Shipments arriving at the warehouse more than 30 days ahead incur storage fees. Transportation of freight to the warehouse after the show at the exhibitor's request incurs "return to warehouse" (RTW) fees and storage fees.

Return to Warehouse Service Fee

Surcharge: \$20.00 per CWT, Minimum \$400.00

35005

(crated materials only, uncrated materials will not be accepted at warehouse)

Storage per month

Surcharge: \$10.00 per CWT, Minimum \$100.00

35006

MOBILE SPOTTING FEE

Surcharge: \$150.00 round trip

35106

Vehicles operated by exhibitors may be allowed on the exhibit hall floor for loading or unloading, if Shepard determines such activity to be operationally feasible and safe. All vehicles operated on the exhibit hall floor must be escorted by Shepard personnel. In such cases, a MOBILE SPOTTING FEE will be charged. All local fire marshal rules and regulations apply. Please call customer service for details.

If you have any questions about material handling, please contact Shepard Customer Service department.



MATERIAL HANDLING Q&A

What is material handling (also referred to as drayage)?

Material handling is the process of unloading your freight from your shipping carrier, either at the warehouse or show site, delivering it to your booth, storing your empty containers (empties) if required, returning of your empties at the close of show, and then reloading your freight back onto your shipping carrier.

What is the definition of "freight"?

Any exhibit materials that are shipped or delivered to the advance warehouse or show facility via shipping carrier, POV, or delivery truck.

What is a "certified weight ticket"?

A printed weight ticket from a scale certified or inspected by a government authority such as the Dept. of Agriculture, indicating the date weighed, the weight of the shipment and the vehicle ID of the unit being weighed.

IMPORTANT FACTS ABOUT ADVANCE SHIPMENTS

What are advance shipments?

All shipments that are addressed to the advance warehouse address (please refer to "Advance Warehouse" shipping labels included in this manual).

Shepard will begin accepting your shipments 30 days prior to first show open day (date may vary depending on show schedule).

The warehouse will receive shipments Monday-Friday, 8:00am - 4:00pm, excluding holidays.

Shipments must arrive by advance warehouse deadline date to avoid a late surcharge. (Please refer to the "Show Information" page included with this manual for deadline date.)

Crates, cartons, skids, fibercases, and carpets can be accepted at the warehouse, but DO NOT ship crates weighing over 5,000 lbs., loose/uncrated shipments and/or machinery to warehouse. You must ship those items direct to show site.

All shipments must have a bill of lading or delivery slip indicating number of pieces and weight. **Certified weight tickets required.**

All shipments must be prepaid, no collect on delivery shipments will be accepted.

MATERIAL HANDLING CHARGES

What determines how much I'm charged?

Charges are based off the weight from your inbound weight ticket included with your shipment.

How do I calculate material handling charges?

Material handling services, whether used completely, or in part, are offered as a package. When recording weight, round up to the next 100 lbs. For example: 285 lbs. = 300 lbs./100 lbs. = 3 X RATE = \$ Amount or minimum charge, whichever is greater.

Will there be any additional charges?

Additional charges may apply. Please review the Material Handling Authorization and Material Handling Additional Services forms included in the manual for all applicable fees.

SPECIALIZED CARRIER (SMALL CARTON CARRIER)

What are specialized carrier shipments?

Shipments that arrive via small package carrier such as FedEx Express Service, UPS small package service or DHL small package service **AND** do not have a **certified weight ticket** included with shipment. This applies to packages weighing under 50 lbs.

How do I calculate my specialized carrier shipment?

Charges for specialized carrier shipments are based on per carton, per delivery.

Example: I'm shipping 3 packages via FedEx, how much will I be charged?

3 x per carton rate = \$ amount charged (plus any additional fees that may apply)

Please be advised that your whole shipment may not arrive to its destination at one time. Therefore you may be charged per each delivery, and minimum charges may apply.

CRATED~UNCRATED~SPECIAL HANDLING

What are CRATED materials?

Materials delivered that are skidded or in a container that can easily be unloaded/reloaded with no special handling required.

What are UNCRATED materials?

Materials delivered that are loose, pad-wrapped or unskidded without proper lifting bars and/or hooks.

What is SPECIAL HANDLING?

Shipments delivered that require extra labor for stacking or unstacking containers on a truck (cubic loading), tarping or untarping freight or containers, or rigging pieces for loading or unloading on a truck or from the ground, or other circumstances requiring the rehandling of materials.

What is the difference between material handling and shipping?

Shipping is the process of carrying your shipment from your location, pick-up area to it's destination and also the process of returning your shipment back to your location after the close of the show. **Material handling** begins at the time your shipment arrives to the docks (please refer to "What is material handling?" for the full definition.)

Do I need to order a fork lift to unload or reload my freight?

No, please do not order a forklift for unloading/reloading of your materials.

What does CWT mean?

CWT is an acronym for Century Weight, therefore it means per 100 lbs.

IMPORTANT FACTS ABOUT DIRECT SHIPMENTS

What are direct shipments?

All shipments that are addressed directly to the exhibit facility (please refer to "Direct to Show" shipping labels included in this manual).

Shipments must arrive during exhibitor move-in times only. Do not ship direct to show site in advance. If delivery cannot be guaranteed to arrive during exhibitor move-in, shipment must go to advance warehouse.

All shipments must have a bill of lading or delivery slip indicating number of pieces and weight. **Certified weight tickets required.**

Crates weighing over 5,000 lbs. or loose/uncrated shipments must be shipped direct to show site to arrive during exhibitor move-in times.

All shipments must be prepaid, no collect on delivery shipments will be accepted.

SIGNATURE SERIES SHIPPING

How can I make shipping my show materials easier?

Signature Series Shipping will make it easier, and here's why:

- ~ Receive a 10% discount off of material handling rates (restrictions apply).
- ~ Worry-free shipping to and from your show.
- ~ Priority Empty Service - priority of empty return at the close of show
- ~ Volume discounted shipping rates
- ~ Charges will be billed to your show invoice-one less invoice/bill to keep track of.
- ~ No driver wait fees.

LIABILITY INSURANCE

What is and why would I need liability insurance?

Accidents happen, therefore, most show organizers and facilities require liability insurance. Please refer to your booth contract for exact minimums required.

Please make sure your materials are covered from the moment they leave your company location to the time they return after the close of the show.

If applicable, included in your manual is information and an application for liability insurance and booth coverage can also be purchased to protect your valuable exhibit materials.

OUTBOUND SHIPMENTS

You must complete a Shepard Material Handling Agreement (MHA) for all outbound shipments. A MHA will be distributed at show site if all services have been paid in full, or you can request one at the customer service desk.

Upon completion of packing and labeling of your materials, complete the bill of lading with all required information, and return to customer service. If you have questions on how to complete your bill of lading, please ask a Shepard customer service representative located at the customer service desk.

If you are NOT using the designated shipping carrier, you must call your carrier with pick-up information. If your carrier fails to pick up your shipment, Shepard will either reroute your freight through the carrier of our choice or return to the local warehouse (whichever is indicated on your MHA).



Shepard Exposition Services

5401-M Hovis Drive

Charlotte, NC 28208

Customer Service Phone: (704) 394-9140

Customer Service Fax: (704) 398-0914

Customer Service Email: charlotte@shepardes.com

Event Code: K121301110

Discount Deadline: October 28, 2010

OVERHEAD RIGGING/HANGING SIGN

Norton's Apparel, Jewelry and Gift Market

November 13-15, 2010

Gatlinburg Convention Center

Gatlinburg, Tennessee

RIGGING GUIDELINES

- All ceiling rigging must conform to Show Management rules and regulations and facility limitations.
- All overhead rigging/hanging must be assembled, installed, and removed by Shepard Exposition Services certified riggers. Please complete the Labor Order Form to have your sign/truss assembled. Include set-up instructions for fixtures needing assembly.
- Overhead hanging signs are to be sent in a separate container directly to the advance warehouse using the Advance Hanging Sign shipping label included in this manual. The container must arrive no later than advance warehouse deadline date. If these procedures are not followed, Shepard Exposition Services cannot guarantee the hanging of your sign.
- Electrical signs must be in working order and in accordance with the National Electrical Code. Electrical services must be ordered through the Electrical Service Provider (form included in manual).
- Structures weighing over 200 lbs. per point must have a rigging plot plan approved in advance.

RIGGING CREW

Installation					
Code	Est. Hours	Description	Advance	Regular	Amount
69001		ST	304.00	395.20	\$
69002		OT	356.00	462.80	\$
69005		DT	408.00	530.40	\$

Dismantling					
Code	Est. Hours	Description	Advance	Regular	Amount
69003		ST	304.00	395.20	\$
69004		OT	356.00	462.80	\$
69006		DT	408.00	530.40	\$

ST - Straight time: Monday-Friday, 8:00 AM - 5:00 PM

OT - Overtime: Monday-Friday, 5:00 PM - Midnight; Saturday, 8:00 AM - Midnight

DT - Doubletime: All other hours and holidays

Total Estimated Install/Dismantle: \$

N/A Tax: \$

Estimated Amount Due: \$

Rates are per lift and crew (up to 3 riggers) per hour. One hour minimum per lift/crew - lift/crew thereafter is charged in 1/2 increments.

Straight time cannot be guaranteed. Must order by discount deadline date to receive advance pricing.

Other charges may apply, please refer to Rigging Supplies Pricing Form for list of items.

SIGN DESCRIPTION, SIZE & WEIGHT

•For all hanging signs (excluding banners), please provide detailed drawing (blueprint if available) so hanging anchor points can be determined.

Type: Cloth Wood Metal Truss Other: _____

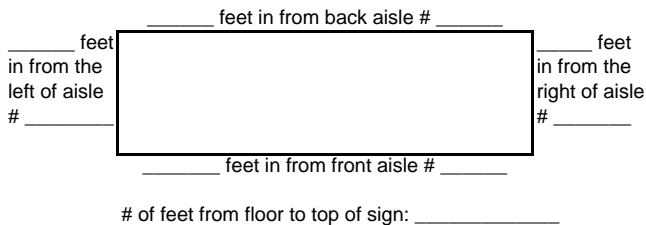
Shape: Square Triangle Rectangle Other: _____

Size: Height _____ Length _____ Width _____

Weight: _____

PLACEMENT DIAGRAM

Please use the diagram below to show us the placement of your sign/truss.



REQUESTED DATE/TIME & SUPERVISION

Please choose type of supervision:

- Shepard Supervision
- Exhibitor Supervision
- Display House (EAC)

If not choosing Shepard Supervision, please request date and time.

Install: Date: _____ Time: _____
Dismantle: Date: _____ Time: _____

Please note: Date/times are not guaranteed.

Please complete the following:

Company Name: _____ Booth #: _____

Contact Name: _____ Phone #: _____

Authorized Signature: _____

Signature also indicates you read and accept the Payment Policy and Terms and Conditions.

Must order by discount deadline date to receive discounted pricing. Payment Authorization must be completed and returned with order.

Orders cancelled without 24-hour notices will be charged a one (1) hour cancellation fee.

ELECTRICAL SERVICE ORDER

Effective June 25, 2009

Full Name of Event _____ Event Dates _____

Company Name _____ Booth # _____

BASIC SERVICE: (FLAT RATE PER EVENT)

PAYMENT MUST BE RECEIVED BY THE GATLINBURG CONVENTION CENTER A MINIMUM OF 14 DAYS BEFORE SCHEDULED EXHIBITOR MOVE-IN TO RECEIVE ADVANCED RATE. ALL ORDERS RECEIVED LATE WILL BE CHARGED AT THE FLOOR RATE. THE GATLINBURG CONVENTION CENTER RESERVES THE RIGHT TO CHARGE FLOOR RATE IF THE FORM IS RECEIVED AFTER THE DEADLINE.

NO EXCEPTIONS, PLEASE!

Quantity	Description	Advance Rate	Floor Rate	Total
_____	0 – 2000 watts (20 amps)	\$80.00	\$100.00	_____
_____	Each Additional 1000 watts (10 amps)	\$45.00	\$45.00	_____
_____	208V / 1 phase each (30 amps)	\$150.00	\$175.00	_____
_____	208V / 3 phase each (40 amps)	\$175.00	\$220.00	_____
_____	Labor for plug change (No Tax)	\$35.00	\$35.00	_____

To determine the service for:

Spotlights – calculate total wattage for all bulbs/spotlights. Equipment/Machinery – calculate the volts x the amps = total wattage

BULK ELECTRICITY (PER EVENT DAY):

Quantity	Description	Rate	Total
_____	200 Amps (5 Wire, 3 Phase, Cam-Locks)	\$200.00	_____
_____	400 Amps (5 Wire, 3 Phase, Cam-Locks)	\$400.00	_____

CREDIT CARD CUSTOMERS ONLY:

Account Type (please circle) Visa MasterCard American Express

Card Holder Name (please print) _____

Card Holder's Mailing Address _____

City _____ State _____ ZIP Code _____ Telephone # _____

Account Number _____ Expiration Date _____

I authorize the Gatlinburg Convention Center to charge the above TOTAL amount to my account as indicated.

Customer Signature _____ Date _____

For confirmation that form was received, please print email address: _____

IMPORTANT INFORMATION

ALL ORDERS MUST BE RECEIVED BY MAIL OR FAX; NO PHONE ORDERS ACCEPTED!

**Make Remittance Payable to: Gatlinburg Convention Center
303 Reagan Dr.
Gatlinburg, TN 37738**

ALL ORDERS ARE SUBJECT TO AVAILABILITY

