

# SHOW FACTS

## Norwalk International In Water Boat Show September 22-25, 2011 Norwalk Cove Marine, Norwalk CT

Norwalk International In Water Boat Show Norwalk Cove Marina 9/22-25/11

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### BOOTH EQUIPMENT

Each booth space is 8'(deep)x10'(wide) with 8' high back drape, 3' high side drape

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### EXHIBIT HALL CARPET

Exhibit Hall is carpeted.

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### DISCOUNT PRICES

In order to receive discount rates listed on price sheet , we must receive your order by Thursday September 15, 2011.

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### SHOW SCHEDULE

Thursday, September 22, 2011 from 10:00 am-6:00 pm  
Friday, September 23, 2011 from 10:00 am-6:00 pm  
Saturday, September 24, 2011 from 10:00 am-6:00 pm  
Sunday, September 25, 2011 from 10:00 am-6:00 pm



# CREDIT CARD AUTHORIZATION

To have orders charged to a Credit Card Account, please complete the information requested below and return this form with your order(s). Credit Card orders are subject to credit approval. Event site balances or charges for outstanding labor or miscellaneous items not previously paid will be charged to your Credit Card Account.

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**CREDIT CARD:**      VISA      MasterCard      AMEX

**ACCOUNT NUMBER:** \_\_\_\_\_

**EXPIRATION DATE:** \_\_\_\_\_

**SECURITY CODE** (visa master card 3 digit # on back Amex 4 digit # on front): \_\_\_\_\_

**CARDHOLDER'S NAME:** \_\_\_\_\_

**CARDHOLDER'S SIGNATURE:** \_\_\_\_\_      **DATE:** \_\_\_\_\_

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Company Name: \_\_\_\_\_      Booth #: \_\_\_\_\_

Address: \_\_\_\_\_      Authorized by: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_      Signature: \_\_\_\_\_

Phone: \_\_\_\_\_      FAX: \_\_\_\_\_      Date: \_\_\_\_\_

Email Address: \_\_\_\_\_

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## CREDIT AND PAYMENT POLICY

In addition to cash, company check or money order, VISA, MasterCard, and AMEX are accepted. The Credit Card Authorization section above must be completed and accompany all credit card orders. Please notify your company representative of the following:

- All orders must be paid in full and/or credit card authorization (above) be on file with your order(s) before any services are rendered. There will be no invoicing; purchase orders are not a form of payment.
- Payment for orders mailed to Demers in advance can be made by company check, money order, or credit card.
- Event site orders can be paid by cash or charged to a Credit Card Account.
- International exhibitors must prepay all services in American funds.
- Items ordered, delivered to booth, then canceled, will not be refunded.
- Other refund requests will not be considered unless Exhibitor makes request of Demers prior to the close of the event.
- By submitting this Credit Card authorization you knowingly authorize Demers to Charge your credit card for any service rendered under the terms and conditions stated in the exhibitor kit. You also knowingly authorize your show site representative to sign for charges on your behalf.
- Exhibitor is responsible for cost of repair or replacement if equipment is lost, damaged or stolen while being rented.
- If a receipt for charges is required, please provide a self-addressed, stamped envelope with your order(s).

**PAYMENT MUST BE INCLUDED WITH ALL ORDERS**



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# STANDARD FURNISHINGS

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CARPETING				
QTY	Carpet Size	Advance	Floor	Subtotal
	9' x 10' Carpet	100.00	121.00	
	9' x 20' Carpet	180.00	230.00	
	9' x 30' Carpet	262.00	347.00	
	9' x 40' Carpet	344.00	446.00	
<i>Carpet Color:</i> Gray Blue Red Burgundy Emerald Green				
SPECIAL CUT CARPETING Includes Taping				
Booth Size: _____ ft. x _____ ft. = _____ sq. ft. x \$2.70 = _____				

**CARPET PADDING**  
Booth Size: \_\_\_\_\_ ft. x \_\_\_\_\_ ft. = \_\_\_\_\_ sq. ft. x 1.30 = \_\_\_\_\_

DRAPED TABLES				
<i>Drape Color:</i> Gray Blue Red Black White Green Burgundy				

QTY	Table Size	Advance	Floor	Subtotal
	2' x 4' x 30" high	68.00	83.00	
	2' x 6' x 30" high	83.00	101.00	
	2' x 8' x 30" high	90.00	114.00	
	2' x 4' x 40" high	82.00	96.00	
	2' x 6' x 40" high	96.00	114.00	
	2' x 8' x 40" high	107.00	129.00	

UNDRAPED TABLES				
QTY	Table Size	Advance	Floor	Subtotal
	2' x 4' x 30" high	32.00	39.00	
	2' x 6' x 30" high	38.00	45.00	
	2' x 8' x 30" high	45.00	58.00	
	2' x 4' x 40" high	39.00	51.00	
	2' x 6' x 40" high	46.00	58.00	
	2' x 8' x 40" high	52.00	60.00	

WOOD TABLE RISERS				
QTY	Riser Size	Advance	Floor	Subtotal
	4' x 10" <i>undraped</i>	20.00	25.00	
	6' x 10" <i>undraped</i>	22.00	29.00	
	4' x 10" <i>draped</i>	40.00	55.00	
	6' x 10" <i>draped</i>	45.00	80.00	

*Drape Color:* Gray Blue Red Black White Green Burgundy

**Advance price deadline: Thursday, September 15, 2011** *Floor prices apply after this date.*  
*All items are for rental for the duration of the show only. Items ordered, delivered to booth, then canceled, will not be refunded.*  
*Other refund requests will not be considered unless Exhibitor makes request of Demers prior to the close of the show.*  
*Exhibitor is responsible for cost of repair or replacement if equipment is lost, damaged or stolen while being rented.*

Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_  
 Authorized by: \_\_\_\_\_  
 Signature: \_\_\_\_\_

Booth #: \_\_\_\_\_  
 Ordered by: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 FAX: \_\_\_\_\_  
 Date: \_\_\_\_\_

CHAIRS			
QTY	Chair	Advance	Floor
	Upholstered arm chair	40.00	51.00
	Padded side chair	33.00	41.00
	Tubular folding chair	20.00	25.00
	Upholstered bar stool	43.00	58.00

SPECIAL DRAPERY/SKIRTING			
QTY	Item	Advance	Floor
	8' high drapery per linear foot	9.50	11.50
	3' high drapery per linear foot	9.00	10.00
	13'-long table skirting	55.00	70.00
<i>Color:</i> Gray Blue Red Black White Green Burgundy			

ACCESSORIES			
QTY	Accessory	Advance	Floor
	Aluminum Rail/linear foot	8.00	8.50
	Clothes Tree (Chrome)	55.00	80.00
	Easel (Tripod Display)	40.00	45.00
	Garment Rack	70.00	100.00
	Panelboard (4' x 8')	130.00	200.00
	Pegboard (4' x 8' White)	147.00	190.00
	Stage (4' x 4' all heights)	57.00	103.00
	Stage (4' x 4' w/carpet & skirt)	100.00	191.00
	Stanchion Post (Chrome)	37.00	53.00
	Stanchion Cord/linear foot	8.00	9.00
	Waste Basket	17.00	23.00

**- ORDER SUMMARY -**

Subtotal: \$ \_\_\_\_\_  
 6% CT Sales Tax: \$ \_\_\_\_\_  
**Total Due:** \$ \_\_\_\_\_

**Payment Enclosed:**  
 Company Check Credit Card Authorization Money Order



# SIGN ORDER FORM

**- Custom Orders** *Prices listed are for one color copy on white card stock.*

	Advance Price	After 11/15/11	QUANTITY		Color Ink	Total Price
			Horizontal	Vertical		
7" x 11"	21.25	37.50				
7" x 11" Easelback	25.00	31.25				
7" x 44"	25.00	31.25				
7" x 44" Easelback	30.00	36.25				
11" x 14"	31.25	37.50				
11" x 14" Easelback	35.00	40.00				
14" x 22"	37.50	43.75				
14" x 22" Easelback	42.50	48.75				
22" x 28"	55.00	61.25				
22" x 28" Easelback	60.00	66.25				
28" x 44"	65.00	71.25				
28" x 44" Easelback	72.50	78.75				

**Sign copy (up to 20 words):**

*Signs over 20 words add \$2.00 extra per letter:*

*Please contact our office for pricing on reproduction of any of the following:*  
 \_\_\_\_\_ emblems \_\_\_\_\_ logos \_\_\_\_\_ trademarks \_\_\_\_\_ signs not listed above

Our full service Graphics Department can assist you with all of your visual needs to make your exhibit or booth stand out from the crowd! Call us or e-mail us at [info@demersexpo.com](mailto:info@demersexpo.com) with your ideas and needs and we'll be happy to work with you!

**-- ORDER SUMMARY --**

Subtotal: \$ \_\_\_\_\_  
 6% CT Sales Tax: \$ \_\_\_\_\_  
**Total Due:** \$ \_\_\_\_\_

**Payment Enclosed:**    Company Check    Credit Card Authorization    Money Order

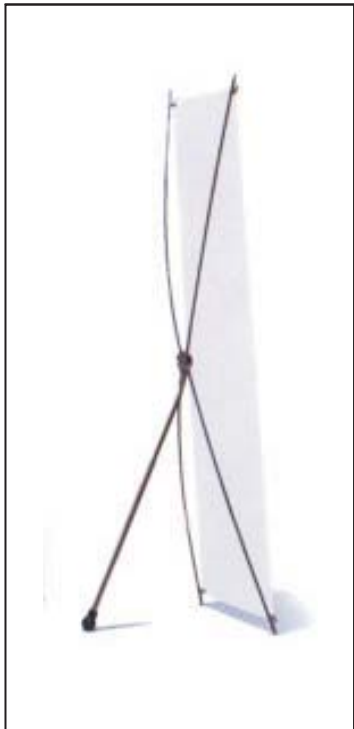
**For advance pricing, payment must be received with your order by: Thursday, September 15, 2011**

Company Name: _____	Booth #: _____
Address: _____	Ordered by: _____
City/State/Zip: _____	Phone: _____
Authorized By: _____	FAX: _____
Signature: _____	Date: _____

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# X-BANNER STAND



## X-Banner Stand

Size: 24"x71"

Stand Only:\$175.00

Stand with 24"x71"  
graphic: \$225.00

### - ORDER SUMMARY -

Subtotal: \$ \_\_\_\_\_  
6% CT Sales Tax: \$ \_\_\_\_\_  
**Total Due:** \$ \_\_\_\_\_

### Payment Enclosed:

Company Check    Credit Card Authorization    Money Order

Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Authorized by: \_\_\_\_\_  
Signature: \_\_\_\_\_

Booth \_\_\_\_\_  
Ordered by: \_\_\_\_\_  
Phone: \_\_\_\_\_  
FAX: \_\_\_\_\_  
Date: \_\_\_\_\_

ABOVE PRICES ARE FOR CMYK OUTPUT OF YOUR SUPPLIED, READY-TO-PRINT COMPUTER ARTWORK. ANY ADDITIONAL COMPUTER TIME REQUIRED TO CORRECT, COMPLETE OR OTHERWISE MANIPULATE SUPPLIED ARTWORK WILL BE CHARGED AT OUR CURRENT HOURLY RATE. ALL FILES ARE CONVERTED TO CMYK AT THE TIME OF PRINTING AND MAY VARY SIGNIFICANTLY FROM SCREEN REPRESENTATIONS ON YOUR COMPUTER OR FROM YOUR LOCAL PRINTER'S OUTPUT. ANY CRITICAL COLORS SHOULD BE NOTED ON A FULL COLOR HARD COPY SUPPLIED WITH THE ARTWORK. COLOR PROOFS FROM OUR PRINTERS MAY BE PURCHASED IF REQUIRED. EXACT COLOR MATCHES ARE NOT QUARUNTEED.

be sure that any bit mapped graphics have enough resolution so that when they are blown up to full size they will be at 100 Dots Per Inch(100DPI) resolution.

Acceptable file formats .jpg, .eps, .pdf, .tiff

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# LABOR ORDER FORM

**Journeyman Labor-**

These craftsmen crate and uncrate materials, set up and dismantle exhibits  
 STRAIGHT TIME 8:00am to 4:30pm, Monday through Friday  
 OVERTIME 4:30pm to 8:00am, Monday through Friday; and weekends  
 DOUBLE TIME Holidays  
 Two Hour Minimum Per Laborer

Rates: per person/per hour	
Discount Price	Showsite Price
\$77.00	\$97.00
\$106.00	\$126.00
\$126.00	\$146.00

**Apprentice Labor-**

These tradesmen deliver furniture and arrange booth furnishings in your exhibit area  
 STRAIGHT TIME 8:00am to 4:30pm, Monday through Friday  
 OVERTIME 4:30pm to 8:00am, Monday through Friday, weekends  
 DOUBLE TIME Holidays  
 Two Hour Minimum Per Laborer

Rates: per person/per hour	
Discount Price	Showsite Price
\$75.00	\$95.00
\$95.00	\$125.00
\$135.00	\$155.00

Start time guaranteed only when labor is requested for the start of the working day.  
 Labor must be cancelled in writing, 24 hours in advance to avoid one (2) hour cancellation or no-show fee per worker.

**INSTALLATION LABOR**

Demers Exposition Supervised Labor \_\_\_\_\_ – Key Information Form must be completed and returned with this order form.  
 Installation of your exhibit will be completed at our discretion prior to show opening.  
 The charge for this service is 30% of the total installation labor bill, or a minimum of \$60.00.  
 Emergency Contact: \_\_\_\_\_ Phone #: \_\_\_\_\_

Exhibitor Supervised Labor – Supervisor must check-in at Demers Service Desk to pick-up labor.  
 Supervisor Name: \_\_\_\_\_ Phone #: \_\_\_\_\_

Date	Start Time	No. of People	Approx. Hrs Per Person	Total Hrs.	Hourly Rate	Estimated Total Cost
_____	_____	_____ x	_____	= _____	@ \$ _____	= \$ _____
_____	_____	_____ x	_____	= _____	@ \$ _____	= \$ _____
DEMERS Supervision (30%/60.00)						= \$ _____
6% CT Tax						= \$ _____
\$ Installation Total						= \$ _____

**DISMANTLE LABOR**

Demers Exposition Supervised Labor \_\_\_\_\_ – Key Information Form must be completed and returned with this order form.  
 Demers Exposition will not be responsible for product or literature that is not properly packed and labeled by exhibitor  
 The charge for this service is 30% of the total dismantle labor bill, or a minimum of \$60.00.  
 Emergency Contact: \_\_\_\_\_ Phone #: \_\_\_\_\_

Exhibitor Supervised Labor – Supervisor must check-in at Demers Service Desk to pick-up labor.  
 Supervisor Name: \_\_\_\_\_ Phone #: \_\_\_\_\_

Date	Start Time	No. of People	Approx. Hrs Per Person	Total Hrs.	Hourly Rate	Estimated Total Cost
_____	_____	_____ x	_____	= _____	@ \$ _____	= \$ _____
_____	_____	_____ x	_____	= _____	@ \$ _____	= \$ _____
DEMERS Supervision (30%/60.00)						= \$ _____
6% CT Tax						= \$ _____
Total Dismantle						= \$ _____

Company Name: \_\_\_\_\_ Booth #(s): \_\_\_\_\_  
 Address: \_\_\_\_\_ Ordered By: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Authorized by: \_\_\_\_\_ FAX: \_\_\_\_\_  
 Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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# DIGITAL GRAPHICS AND SIGNS

Your presentation is everything!!!

Impress your potential new customer and stand out from your competitors with high impact digital graphics in your booth. Let our team of graphic designers and sign professionals bring your booth to the next level with high impact digital graphics.

The next pages are graphics order forms. Use these forms as a guideline or consult with our graphics team to determine what will be best for your booth.

Contact us at 860.344.9919.



# SIGN & GRAPHICS ORDER FORM

C&S Wholesale Fall Food Show, 9/20-22/2011, MGM Grand at Foxwoods Resort Casino

To order your graphics, complete this order form and attach your sign copy or electronic file. Please see artwork guidelines for electronic files on page 2 of this form. Note: All graphics are subject to a 100% Cancellation Charge.

## DIGITAL GRAPHICS

DES-Demers Expo can provide you with the finest state of the art digital graphic reproduction available on the market today. Capabilities include full color spectrum, photo-quality, high-resolution digital printing in any size for banners, easel signage, exhibit graphics and more.

### PRICING GUIDE

L X  W =  Square Feet  
Round length and width up to nearest foot

Square Feet X \$9.00 per Square Foot Discount Price  
 or \$14.00 per Square Foot Standard Price =  Total

In order to receive discounted price order must be received 14 day prior to show move in date. Minimum order per graphic 6 sq. ft.; Double sq. ft. for double-sided graphics; File conversion, retouching, cloning or color correcting may incur additional labor charges (des will advise of charges before work is performed).  
**Please call an Exhibitor Sales Specialist for price quotes on graphics over 80 sq. ft.**

### BACKING MATERIAL

#### Standard Material



- Foam Core     PVC Fluted

**Upgraded Material and additional 15% will be added to graphic for Material listed below:**

- Sintra     Gator Board     Plexi

Please Check the backing material you would like if nothing is marked PVC Fluted will be used

### SIGN LAYOUT

 Vertical   
   Horizontal   
  DES's Designers to decide

### SPECIAL INSTRUCTIONS

Please indicated the file name that will be e-mail or upload to our ftp(see next page)

Total X  6% Sales Tax =  Grand Total

If you will be ordering more than one graphic, please use one order form per graphic.

Company: _____	Booth #: _____
Address: _____	Ordered by: _____
City/State/Zip: _____	Phone: _____
Authorized by: _____	FAX: _____
Signature: _____	Date: _____



# ARTWORK & FILE GUIDELINES

C&S Wholesale Fall Food Show, 9/20-22/2011, MGM Grand at Foxwoods Resort Casino

DES-Demers Expo will provide you with the best possible quality graphics for your event or exhibit. You can assist us in that effort by providing digital art files using the guidelines listed below. If you are sending us completed, print-ready files, please pass the following information on to your graphics designer. Two overall considerations for submitting acceptable artwork involves proper resolution or size of the file to avoid poor quality images, and proper color matching information and proofs to ensure accurate color reproduction.

## PREFERRED SOFTWARE AND FILE FORMATS

We are capable of working with both PC and MAC based software, and can accept art created with the following software programs:

- ADOBE—Illustrator, InDesign, and Photoshop
- COREL DRAW

The Following Files can be submitted for graphic reproduction:

- EPS and AI
- TIF
- PDF
- JPG

Vector formats are best to use. When using vector based formats include all fonts, or convert fonts to outlines or paths

File types that cannot use to reproduce high quality graphics include:

- GIF files
- Microsoft Office software files such as Word (.doc), or PowerPoint (.ppt) file types
- Self-extracting files, such as EXE or SEA files

## HOW TO SEND ARTWORK

- Artwork files that are of acceptable resolution as listed above will typically be too large to send via email. Files may be saved and sent via overnight delivery on either a CD-ROM or a DVD, along with the hard-printed proof copy. (Floppy disks and zip drives are not a good option for sending large graphics files.)
- Files may also be posted to DES-DEMERS FTP site. You may get the password and other needed information from your DES service representative in order to post files. However, a hard copy proof and backup of the files on CD-Rom/DVD are not necessary but requested. Please call (860)-344-9919 for assistance and a ftp password.
- If your artwork files are below 6 megabytes they can be e-mailed to [staff@demersexpo.com](mailto:staff@demersexpo.com).