

**SOFT Conference 2023**  
October 29 - November 3, 2023



**Gaylord Rockies Resort & Casino**  
Aurora, Colorado

# EXHIBITOR SERVICE MANUAL

PRESENTED BY

**Golden** Convention & Tradeshow Management



# Welcome to the **SOFT Conference 2023!**

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Dear Exhibitor:

**Golden** Convention & Tradeshow Management /IMS is pleased to have been selected to serve as General Services Contractor for the upcoming SOFT Conference 2023.

The following pages contain all of the information necessary to aid and ensure a successful event.

If you don't see what you need, or if you have questions, please contact the IMS CSR assigned to this event directly.

Please note: Even if you are not ordering furnishings, carpet, etc., each exhibitor is required to have a credit card on file on our secure Online Ordering Portal for any show site incidentals such as, but not limited to, Material Handling.

We look forward to a successful event!

Sincerely,

**Golden** Convention & Tradeshow Management  
&  
IMS



**IMS strongly recommends that you familiarize yourself with all the information included in this Exhibitor Service Manual. The information will benefit you as to certain procedures to ensure a successful event. For your convenience, there are links to the listed sections in the Table of Contents. Click on the desired section to be taken there directly.**

## IMS CSR Contact Info

Emma Smith  
esmith@imsshows.com  
Jenna Stone  
jstone@imsshows.com

## Online Ordering

IMS offers a secure Online Ordering Portal to place all your furnishing, carpet, Material Handling, etc., needs. Our Online Ordering system will email a secure link to the main contact from your company for your convenience.

## Third Party

If a Third Party will be responsible for any/all orders/charges for an exhibiting company please contact the IMS CSR for this event directly, so we can create an account for them in our Online Ordering Portal.

## Tax Exempt

If your company is Tax Exempt we require a tax exemption certificate to be on file before placing any online orders. Please submit the certificate directly to the IMS CSR assigned to this event directly.





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## Fast Facts

### OFFICIAL GENERAL CONTRACTOR

IMS

12917 Royal Ascot Drive  
Fort Worth, TX 76244

IMS CSR Contact(s):

Emma Smith

esmith@imsshow.com

Jenna Stone

jstone@imsshow.com

### GENERAL EXHIBIT INFORMATION

Facility Floor - Cement

Show Colors

8' Backwall - Blue/White, 3' Siderails - Blue

Booth Size - 10' x 10' Includes:

One (1) - 6' x 30" Blue Skirted Table

Two (2) - Side Chairs

One (1) - Wastebasket

Flooring is highly recommended

## IMPORTANT DATES

Oct. 2, 2023	Shipments may begin to arrive at warehouse.
Oct. 6, 2023	All Non-Official/Intent to Use Non Official Contractor Forms due along with insurance certificate, naming IMS as the additional insured. Please contact your CSR for this event.
Oct. 11, 2023	Discount Deadline for orders received with payment.
Oct. 27, 2023	Last day for Advance Shipments to arrive at the warehouse without surcharges.
Oct. 30, 2023	Shipments may begin arriving at Show Site at 8:00 AM - 4:30 PM.

## SHOW SCHEDULE

### EXHIBITOR MOVE-IN

Monday	October 30, 2023	1:00 PM - 5:00 PM
Tuesday	October 31, 2023	8:00 AM - 4:00 PM
Tuesday (Welcome Reception)	October 31, 2023	6:30 PM - 9:30 PM

### EXHIBIT HOURS

Wednesday	November 1, 2023	9:30 AM - 4:00 PM
Thursday	November 2, 2023	9:30 AM - 3:30 PM

### EXHIBITOR MOVE-OUT

Thursday	November 2, 2023	3:30 PM - 9:30 PM
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### PLEASE NOTE:

All booth materials must be packed and ready for shipment by 7:30 PM on Thursday, November 2, 2023.

Exhibitor is responsible for contacting their carrier.

All carriers must check in by 8:30 PM on Thursday, November 2, 2023.

IMS reserves the right to force and/or re-route any freight not removed from the show floor by 8:30 PM on Thursday, November 2, 2023.





## Limits of Liability

1. IMS and its contractors shall not be liable for damage, loss, or delay to uncrated freight improperly packed, glass breakage or concealed damage.
2. Relative to inbound shipments, there may be a lapse of time between the delivery of shipment(s) to the booth by IMS or its contractors and the arrival of the Exhibitor's representative at the booth. Similarly, relative to outgoing shipment(s), it is possible that there will be a lapse of time between the completion of packing and the actual pickup of freight from the booth for loading onto a carrier. It is understood that during such times the shipment(s) will be left in the booth unattended. Therefore, it is agreed that IMS and its contractors are not liable for the loss of, disappearance of, or damage to Exhibitor's freight after the same has been delivered to Exhibitor's booth, nor are IMS and its contractors liable for Exhibitor's freight before it is picked up from the Exhibitor's booth for loading after the show. Consequently, all bills of lading covering outgoing shipment(s) submitted to IMS or its contractors by Exhibitor will be checked at the time of pickup from booth and corrected where discrepancies exist.
3. IMS and its contractors shall not be liable for any damage incurred during the handling of equipment requiring special devices to properly load, place, or reload unless 14 days advance notice has been given to IMS in time to obtain the proper equipment.
4. IMS and its contractors shall not be liable for any loss, delay, or damage due to events beyond their reasonable control which cannot be avoided by the exercise of due care and prudence, including without limitation, strikes, labor disputes, lockouts or work stoppages of any kind, fire, theft, windstorm, water, vandalism, acts of God, mysterious failure of power or utilities, and other events of force majeure.
5. IMS and its contractors shall not be liable for ordinary wear and tear in handling of equipment.
6. It is understood that IMS and its contractors are not insurers. Insurance, if any, shall be obtained by the Exhibitor. Amounts payable by IMS hereunder are based on the scope of the liability as herein set forth and are unrelated to the value of the Exhibitor's property. It is further understood and agreed that IMS and its contractors do not provide for full liability should loss or damage occur. In the event that IMS or its contractors should be found liable for loss or damage to Exhibitor's equipment, the liability shall be limited to the specific article that was physically lost or damaged. Such liability shall be limited to a sum equal to \$.30 per pound per article, with a maximum liability of \$50.00 per item or \$1,000.00 per shipment, whichever is less, as agreed upon damages and exclusive remedy. Provisions of this paragraph shall apply if loss or damage, regardless of cause or origin, results directly or indirectly to property through performance or non-performance of obligations imposed by the offering of services to Exhibitors, or from negligence, active or otherwise by IMS, its contractors or their employees.
7. IMS and its contractors shall not be liable to any extent whatsoever for indirect, special, incidental, or consequential damages, including, but not limited to delay any actual, potential or assumed loss of profits or revenues, loss of use of equipment or products, or any collateral costs that may result from any loss, injury or damage to Exhibitor's materials or exhibitor personnel which may make it impossible or impractical to exhibit the Exhibitor's materials.
8. Claims for loss or damage must be submitted to IMS by the close of the show. No suite or action shall be brought against IMS or its contractor more than one year after the cause of action accrues.
9. The Exhibitor agrees, in connection with the receipt, handling, temporary storage and reloading of its freight, that IMS and its contractors will provide these services as Exhibitor's agent and not as bailee or shipper. If any employee of IMS or its contractors shall sign a delivery receipt, bill of lading or other document, the parties agree that IMS or its contractors will do so as the Exhibitor's agent, and the Exhibitor accepts the responsibility thereof.
10. IMS and its contractors shall not be liable for shipments received without receipts, freight bills or specified unit counts on receipts or freight bills, such as UPS or van lines. Such shipment will be delivered to booth without guarantee of piece count or condition.
11. Empty container labels will be available at the IMS Service Desk. Affixing the labels is the sole responsibility of the Exhibitor or its representative. It is understood that these labels are used for EMPTY STORAGE ONLY, and IMS and its contractors assume no responsibility or liability for loss or damage to contents while containers are in storage or for mislabeled containers.
12. In order to expedite removal of freight from the show site, IMS shall have the authority to change designated carriers if such carriers do not pick up on time. Where no disposition is made by the Exhibitor, freight will be taken to a warehouse to await exhibitor's shipping instructions, and the exhibitor agrees to be responsible for payment of charges relating to such handling at the warehouse. IMS assumes no liability as a result of such rerouting or handling.
13. The Exhibitor agrees, in the event of a dispute with IMS or its contractors relative to any loss or damage to any of the Exhibitor will not withhold payment in any amount due to IMS for freight handling services or any other services provided by IMS or its contractors as an offset against the amount of the alleged loss or damage. Instead, the Exhibitor agrees to pay IMS prior to the close of the show for all such charges and further agrees that any claim the Exhibitor may have against IMS or its contractors shall be pursued independently by the Exhibitor as a completely separate transaction to be resolved on its own merits.
14. No credit or refund will be issued on any orders cancelled after the advance order deadline date.
15. No credit or refund will be issued close of event.
16. Consignment of shipments to IMS, Inc. and/or acceptance of shipments by IMS, Inc. shall constitute an agreement of all terms & conditions set forth in this manual.





## Non Official Contractors' Rules & Regulations

### NOTIFICATION DEADLINE DATE: October 6, 2023

IMS has been selected as the Official Service Contractor and must be used for all material handling, furniture rental, signs, rigging, cleaning, and installation and dismantling of decorations.

#### A NON-OFFICIAL CONTRACTOR IS:

Any individual who is not a full-time permanent employee of an exhibiting firm, who is providing a service to an exhibitor on-site at the convention facility and does not represent one or more of the official contractors.

1. Exhibitors who choose to use a Non-Official Contractor must complete and sign "Intent to Use Non Official Contractor" form. It must be received at IMS no later than the Deadline Date. NO EXTENSIONS OR EXCEPTIONS WILL BE GRANTED AFTER THE OFFICIAL PUBLISHED DEADLINE.
2. The Non-Official Contractor must provide IMS with a copy of valid "Certificate of Insurance." This certificate must be received no later than the deadline date. NO EXTENSIONS OR EXCEPTIONS WILL BE GRANTED AFTER THE OFFICIAL PUBLISHED DEADLINE.
3. Failure to provide IMS with items 1 and/or 2 above will result in said firms being required to hire installation and dismantling labor from IMS. Non-Official Contractors will be able to provide supervision only.
4. Each representative of a Non-Official Contractor must physically pick up, in person, an Exhibitor Crew badge at the Show Office . If a representative of a Non-Official Contractor does not have any identification which verifies his/her employment by a Non-Contractor he/she must be accompanied to the Show Office by a representative who does have verifying identification.
5. These services shall not conflict with existing labor regulations or contracts, and in fulfilling his obligations, the representative of a Non-Official Contractor shall adhere to the regulations set up by the hall and show management regarding entrance and work rules. All representatives of the Non-Official Contractor must obtain an Exhibit Crew badge at the Show Office.
6. The representative of a Non-Official Contractor shall have a true and valid order for service from an Exhibitor in advance of the show move-in date and shall not solicit business on the show floor.
7. The representative of a Non-Official Contractor will share with the Official Service Contractor all reasonable costs related to his operation, including overtime pay for stewards, restoration of exhibit space to its initial condition, etc.

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 Exposition.





## Intent to Use Non Official Contractor (Upload Required)

**IMPORTANT:** It is the responsibility of each Exhibiting Firm who is utilizing a Non-Official Contractor to complete and return the following forms to IMS no later than October 6, 2023

- “Intent to Use Non Official Contractor” form, which is located on the following page of this manual.
- Liability “Certificate of Insurance” form which names Inclusive Management Services, Inc. as additionally insured for each Non-Official Contractor firm being utilized. (Note: The exhibitor appointed contractor must maintain at least \$1 million in Employer’s Liability, General Liability, Automobile Liability and Worker’s Compensation as required in the state the exposition is located.) When submitting your insurance certificate, the name and booth # of your company must be referenced on the certificate or it will be void.

IF BOTH THE “INTENT TO USE NON-OFFICIAL CONTRACTOR” FORM AND “CERTIFICATE OF INSURANCE” ARE NOT SUPPLIED TO IMS BY SEPTEMBER 22, 2023, THEN ANY REPRESENTATIVE OF THE EXHIBITING FIRM OR NON-OFFICIAL CONTRACTOR WILL BE REQUIRED TO ORDER LABOR FROM IMS.

### NOTIFICATION DEADLINE DATE: October 6, 2023

EXHIBITING FIRM:

BOOTH #:

AUTHORIZED NAME AND TITLE:

AUTHORIZED SIGNATURE:

FULL NAME OF NON-OFFICIAL CONTRACTOR:

COMPLETE ADDRESS:

CITY:

STATE:

ZIP CODE:

AUTHORIZED NAME AND TITLE:

AUTHORIZED SIGNATURE:

PHONE NUMBER:

FAX NUMBER:

NON-OFFICIAL CONTRACTOR “SHOW-SITE” REPRESENTATIVE (If not the same as above):

DIRECT PHONE NUMBER:

TYPE OF SERVICE TO BE PERFORMED:







## Standard Furniture/Accessories

All orders must be placed through the IMS Online Ordering Portal

### Discount Deadline, October 11, 2023

Description	Discount Price	Standard Price
Padded Side Chair	\$ 85.00	\$ 110.50
Pneumatic Task Chair	\$ 291.00	\$ 378.50
Executive Chair	\$ 295.00	\$ 383.50
Padded Counter Stool	\$ 194.00	\$ 252.00
Round Pedestal Table 30"H	\$ 284.00	\$ 369.00
Round Bistro Table 40"H	\$ 305.00	\$ 396.50
22" x 28" Sign Frame	\$ 175.00	\$ 227.50
2 Sided Literature Stand	\$ 231.00	\$ 300.00
Free Standing Poster Board	\$ 296.00	\$ 385.00
Bag Stand	\$ 105.00	\$ 136.50
Tri Pod Display Easel	\$ 78.00	\$ 101.50
Garment Rack	\$ 65.00	\$ 84.50
Wastebasket	\$ 32.00	\$ 41.50

8.5% Sales Tax will be applied





## Display Tables/Additional Drapery

All orders must be placed through the IMS Online Ordering Portal

### Discount Deadline, October 11, 2023

Description	Discount Price	Standard Price
<b>Skirted Tables (Color Options Available Online)</b>		
4' Long 30" High	\$ 168.00	\$ 218.50
6' Long 30" High	\$ 191.00	\$ 248.50
8' Long 30" High	\$ 220.00	\$ 286.00
4' Long 42" High	\$ 197.00	\$ 256.00
6' Long 42" High	\$ 236.00	\$ 307.00
8' Long 42" High	\$ 261.00	\$ 339.50
<b>Unskirted Tables</b>		
4' Long 30" High	\$ 119.00	\$ 155.00
6' Long 30" High	\$ 139.00	\$ 181.00
8' Long 30" High	\$ 159.00	\$ 207.00
4' Long 42" High	\$ 144.00	\$ 187.00
6' Long 42" High	\$ 169.00	\$ 220.00
8' Long 42" High	\$ 189.00	\$ 246.00
<b>Additional Drapery (Color Options Available Online)</b>		
4th Side Draped	\$ 53.75	\$ 69.75
3' Linear (per foot)	\$ 12.95	\$ 16.75
8' Linear (per foot)	\$ 19.25	\$ 25.00

8.5% Sales Tax will be applied





## Display Components

All orders must be placed through the IMS Online Ordering Portal

### Discount Deadline, October 11, 2023

Description	Discount Price	Standard Price
<b>Reception Counters (Color Options Available Online)</b>		
Half Round Counter (Standard Colors)	\$ 525.00	\$ 682.50
Half Round Counter (Special Colors)	\$ 630.00	\$ 820.00
<b>Showcases</b>		
1M Half View	\$ 420.00	\$ 546.00
1M Full View	\$ 420.00	\$ 546.00
2M Half View	\$ 499.00	\$ 648.00
2M Full View	\$ 499.00	\$ 648.00
<b>Counter Storage Units (Color Options Available Online)</b>		
Storage Unit (Standard Color)	\$ 475.00	\$ 617.50
Storage Unit (Special Color)	\$ 575.00	\$ 748.00
2M Storage Unit (Standard Color)	\$ 605.00	\$ 785.00
2M Storage Unit (Special Color)	\$ 709.00	\$ 925.00
<b>System Display Pedestals</b>		
30 in H x 1/2 Meter Square	\$ 395.00	\$ 515.00
42 in H x 1/2 Meter Square	\$ 450.00	\$ 585.00

8.5% Sales Tax will be applied





## Flooring/Booth Cleaning

All orders must be placed through the IMS Online Ordering Portal

**Discount Deadline, October 11, 2023**

Description	Discount Price	Standard Price
<b>Carpet (Color Options Available Online)</b>		
10 x 10	\$ 235.00	\$ 305.50
10 x 20	\$ 470.00	\$ 611.00
10 x 30	\$ 702.00	\$ 912.50
10 x 40	\$ 877.00	\$ 1140.00
Special Cut Carpet (per sq. ft.)	\$ 3.90	\$ 4.90
Custom Cut Carpet (per sq. ft.)	\$ 5.50	\$ 6.50
Carpet Padding (per sq. ft.)	\$ 1.70	\$ 1.70
Carpet Visqueen (per sq. ft.)	\$ 1.10	\$ 1.10
<b>Carpet Vacuuming Service</b>		
Vacuum Carpet Daily (Per Sq. Ft. x Number of Days)	\$ 0.55	\$ 0.65
Vacuum Carpet One Time Before Show Open (Per Sq. Ft.)	\$ 0.65	\$ 0.75
<b>Porter Service (Per 10 x 10 x Per Day)</b>		
1-400 Sq Ft (Per Day) Empty Wastebaskets, Police Floor 2 Hour intervals	\$ 65.00	\$ 75.00
400+ Sq Ft (Per Day) Empty Wastebaskets, Police Floor 2 Hour intervals	\$ 95.00	\$ 110.00
<b>Exhibit Cleaning</b>		
Clean Daily (Per 10' x 10') Cleaning/Dusting of Display/Furnishings	\$ 55.00	\$ 65.00
Clean One Time (Per 10' x 10') Cleaning/Dusting of Display/Furniture	\$ 65.00	\$ 75.00

8.5% Sales Tax will be applied





## Helpful Reminders on Shipping

- Ship in advance to the warehouse. Ship prepaid and keep an inventory and the tracking numbers of all your shipments.
- Place a rider on your insurance policy from the time your exhibit and product leaves your possession until it's return. Your company is responsible for your exhibit and product.
- Ship your freight and product via common carrier or van line to arrive on your target date. Use two-day air freight if you are on a tight schedule and **DO NOT SEND ANYTHING VIA U.S. MAIL.**
- Be sure to remove old shipping labels before you send anything to the warehouse or to the show site.
- While making your shipping plans for the show, also plan for shipping home after the show is over. Make sure that someone from your company will be on-site to oversee the outbound shipment of your display.
- Take the extra time to ensure that your display and product are packed neatly and securely.
- Provide General Contractor with the Freight Routing Form including the pro#/tracking # in the event your shipment is lost.
- If you ship by way of your own truck or car, it is important to have a delivery ticket prepared indicating the piece count and weight. You are invoiced for material handling based on weight. If no information is available, the weight is estimated by the unloading crew.
- Consolidate as many pieces as possible into one shipment to avoid being billed for several minimum shipments. To reduce material handling costs (Drayage), ship all of your exhibit materials in **ONE** shipment. **Remember, there is a 200 pound minimum charge per shipment.**
- Please be sure to obtain and complete an IMS Bill of Lading. Bills of Lading will be made available at the IMS service center on the final show day. Please be sure to return your completed Bill of Lading and any additional outbound information before you leave the show floor.
- Should you choose to use a carrier other than the official show carrier, please be certain to contact them with any necessary pick-up information. IMS is not responsible for contacting outside carriers for pick-ups.

## Common Shipping Mistakes

- Selecting a carrier that does not service trade shows on a regular basis. Unlike other shipments, exhibit material is time-sensitive.
- Old labels left on crates and cartons, which cause confusion.
- Not specifying what type of air freight service is desired, i.e., AM, PM, second day, and deferred service.
- Not requesting insurance for valuable equipment. If a shipment is not marked "insured", it is basically covered for \$.50/lb per shipment.
- Not giving clear instructions on how the freight is to be shipped:
  - A. not advising your carrier about your target date and time.
  - B. not including an accurate description or piece count.
  - C. not reading the exhibitor manual and shipping instructions; and
  - D. not filling out the forms properly.





## Inbound Freight Procedures

### ALL FREIGHT MUST BE ACCOMPANIED BY A CERTIFIED SCALE TICKET

ALL DRIVERS MUST PROVIDE THE FOLLOWING INFORMATION  
ON THEIR BILLS OF LADING:

- BOOTH NUMBER
- EXHIBITOR'S NAME
- SHIPPER'S NAME
- PIECE SUMMARY
- ACTUAL HEAVY & LIGHT WEIGHT CERTIFIED SCALE TICKETS
- NET, GROSS AND TARE WEIGHT

PIECE SUMMARIES MUST BE BROKEN INTO THE FOLLOWING CATEGORIES:

- CARTONS (WOODEN BOXES)
- CARTONS (CARDBOARD BOXES)
- CARPETS (RUGS AND PADS)
- SKIDS (PALLETS)
- BUNDLES
- MACHINES
- MISCELLANEOUS (LOOSE OR UNPACKED ITEMS)

### ALL BILLS MUST CONTAIN THIS INFORMATION BEFORE THE FREIGHT CLERK CAN ACCEPT THEM

A COPY OF YOUR BILL OF LADING MUST BE PROVIDED FOR EACH SHIPMENT

IF YOU CANNOT PROVIDE THE ABOVE INFORMATION,  
PLEASE CONTACT YOUR DISPATCH OR CHECK WITH YOUR FREIGHT CLERK







## Freight Routing Form (Upload Required)

### INFORMATION ON INCOMING SHIPMENTS FOR THE SHOW

COMPANY NAME:  
BOOTH #:  
ORIGIN OF SHIPMENT:  
CARRIER:  
SHIPPING DATE:  
APPROXIMATE ARRIVAL DATE:  
TOTAL NUMBER OF CONTAINERS:  
TOTAL WEIGHT OF SHIPMENT:  
PRO #:

### INSTRUCTIONS ON OUTGOING SHIPMENTS AT CLOSE OF SHOW

CONSIGN TO (COMPANY NAME):  
TELEPHONE #:  
STREET ADDRESS:  
CITY:  
STATE: ZIP CODE:  
CARRIER: PREPAID: COLLECT:  
TOTAL NUMBER OF CONTAINERS:  
TOTAL WEIGHT OF SHIPMENT:

### FOR SPLIT SHIPMENTS, USE SPACE BELOW

CONSIGN TO (COMPANY NAME):  
TELEPHONE #:  
STREET ADDRESS:  
CITY:  
STATE: ZIP CODE:  
CARRIER: PREPAID: COLLECT:  
TOTAL NUMBER OF CONTAINERS:  
TOTAL WEIGHT OF SHIPMENT:

### BILLING ADDRESS FOR FREIGHT CHARGES

COMPANY NAME:  
TELEPHONE #:  
STREET ADDRESS:  
CITY:  
STATE: ZIP CODE:  
ATTENTION:





## Freight Questionnaire (Upload Required)

EXHIBITOR NAME:  
BOOTH #:

ALL EXHIBITORS ARE REQUIRED TO COMPLETE THIS FORM

1. Estimate total number of pieces being shipped:  
Crated  
Uncrated  
Machinery  
TOTAL
2. Are you shipping to:  
Direct to Show Site  
Advance Warehouse
3. Estimate total weight of shipments:
4. Indicate total number of trucks in each category that you will use:  
Overseas Container  
Van Line  
Common Carrier  
Flatbed  
Company Truck
5. List Carrier Name(s):
6. If using a Custom Broker, please print name:
7. Print name of person in charge of your move-in:  
Phone #:

### UNLOADING TIME SCHEDULE - DIRECT SHIPMENT ONLY

1. What are the least number of days required to erect your display?
2. What date and time are you scheduling your shipment(s) to arrive on-site?

### MACHINERY EXHIBITS ONLY

1. What is the weight of the single heaviest piece that must be lifted?
2. Is there any special handling equipment required to unload your exhibit materials, i.e. extended forklift blades, special slings, lifting bars, etc.?





## Material Handling Services

### DIRECT/CRATED

Material that is skidded or is in any type of shipping container that can be unloaded at the dock with no additional handling required.

### SPECIAL HANDLING

Material delivered by the carrier in such a manner that it requires additional handling (Example: stacked shipments, ground unloading, constricted space unloading, etc.) FedEx, UPS, Airbourne/DHL are included in this category due to their delivery procedures. 20% additional charge added to direct/crated price.

### UNCRATED

Material that is shipped loose or pad wrapped.

## MATERIAL HANDLING & CWT

**Charges will be based upon the weight of your inbound shipments, measured in CWT.**

**CWT, or hundredweight, is a pricing unit used in transportation, equal to 100 lbs.**

**The minimum weight per shipment is 200 lbs (2 CWT). Anything over will be rounded to the next 100 lbs.**

**Each shipment received is considered a separate shipment.**

**All late shipments will incur an additional 30% surcharge in addition to the rates listed below.**

**Does not include air charges for late freight received at the mainland.**

### OVERTIME

**An overtime surcharge of 25% additional will be incurred for any shipments received or loaded out before 8:00 a.m. or after 4:30 p.m. Monday through Friday and all day Saturday and Sunday**

## EMPTY CONTAINER LABELS

Empty labels for storage of containers during the show will be available at the Exhibitor Service Center. Affixing the labels is the sole responsibility of the exhibitor or representative. All previous labels should be removed.

IMS assumes no liability for errors to the above procedure, removal of containers with the old labels, improper information or valuables stored in containers with old empty labels. Empty crates or containers will not be accessible after removal unless prior arrangements are made for accessible storage at the Exhibitor Service Center.

## SPECIAL RATES AND SERVICES

Steel banding is available at \$100 per 4'x4' pallet, and shrink-wrapping is available at \$75 per 4'x4' pallet. Mobile equipment will be moved in and out of the exhibit hall on a time and material basis with a minimum \$250 charge per round trip.

## AGREEMENT OF TERMS

The exhibitor accepts responsibility for the payment of charges in connection with the handling of shipments and guarantees payment to IMS for the incurred services described herewith.

*Material Handling Services continued on next page*





## Material Handling Services, continued

### OUTBOUND SHIPPING

Each exhibitor or his representative will be expected to label his exhibit materials and furnish shipping information. Labels and Bills of Lading will be available at the Exhibitor Service Center. Previous shipping labels should be removed. IMS accepts no responsibility for misdirected shipments as a result of old shipping labels remaining on containers. IMS will route all shipments unless special advance arrangements are made. Exhibits and materials for which arrangements have not been made with IMS, or which have not been removed from the exhibit area on removal day, will be transported to our warehouse, at an additional charge, to await disposition. IMS reserves the right to route exhibit material via an alternate carrier in the event that the requested carrier fails to pick up the shipment or refuses to accept shipments within five (5) business days following the close of the show. No liability will be assumed by IMS as a result of such re-routing or handling. Any freight brought back to the warehouse for special pick-up will be given an additional charge.

### SHIPMENTS RETURNED TO THE WAREHOUSE

At the close of the show, for re-forwarding or storage, there will be an additional charge of \$69.00 per cwt. On straight time, \$138.00 per cwt., with a 500 lb. minimum.

### LIMITS OF LIABILITY

All shipments should be insured by the exhibitor from the time they leave his firm until they are returned after the show. All exhibits or materials handled by IMS are insured at a value not to exceed \$0.25 per pound and is not to exceed a maximum of \$50.00 per item or \$1000.00 per claim, whichever is less. However, IMS and its subcontractors are not insurers. The amounts paid to IMS are based on the value of the material handling services and are unrelated to the value of the property being handled.

IMS and its subcontractors shall not be responsible for loss, delay or damage due to strikes, lockouts, work stoppage, fire, theft, windstorm, water, vandalism, acts of God, mysterious disappearances or other causes beyond its control, or for ordinary wear and tear in handling of equipment. IMS and its subcontractors shall not be responsible for the materials after they have been delivered to the booth, or before they have been picked up for loading at the exhibit hall.

IMS shall not be responsible for damage to uncrated materials, materials improperly packed, or concealed damage.

All Bills of Lading covering outgoing shipments, which are given to IMS by exhibitors, will be checked at the time of pickup from the booth and corrections made where discrepancies exist. Furthermore, the exhibitor recognizes there may be a lapse of time between the completion of packing and the actual pickup of materials from the booth for loading onto a carrier, and during such time, the materials will not be under the care or responsibility of IMS. IMS and its subcontractors shall not be liable to any extent whatsoever, potential or assumed loss of profits or revenues for any collateral costs, which may make it impossible or impractical to exhibit same.

Claims for loss or damage, which are not submitted to IMS within thirty (30) days of the close of the show shall be considered waived. No suit or action shall be brought against IMS or its subcontractors more than one year after accrual of the cause or action thereof.

In order to expedite removal of materials from the show site, IMS shall have the authority to change designated carriers, if such carriers do not pick up on time. Where the exhibitor makes no disposition, materials will be either taken to a warehouse to await exhibitor's shipping instructions (in which case extra charges will be the responsibility of the exhibitor) or shipped to the exhibitor's address.

The consignment or delivery of a shipment to IMS or its subcontractors by and 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 the above section.





## Special Handling Definitions

Special handling applies to shipments that are loaded by cubic space and/or packed in such a manner as to require additional labor/handling, such as ground unloading, constricted space unloading, designated piece unloading, carpet/pad only shipments or stacked shipments. Also included are shipment integrity, alternate delivery locations, mixed shipments and shipments without individual bills of lading. Shipments loaded in this manner require additional time, labor, or equipment to unload, sort, and deliver.

### What is Ground Loading/Unloading?

Vehicles that are not docked height, preventing the use of loading docks, such as U-Hauls, flat bed trailers, double drop trailers, company vehicles with trailers that are not at dock level, etc.

### What is Constricted Space Loading/Unloading?

Trailer loaded "high and tight" shipments are not easily accessible. Freight is loaded to full capacity of trailer — top to bottom, side to side. One example of this is freight that is loaded down one side of a trailer that must be bypassed to reach target freight.

### What is Designated Piece Loading/Unloading?

Drivers that require the loading crew to bring multiple pieces of the freight to the rear of the trailer to select the next piece, having to remove freight from the trailer then reload to fit, or the trailer must be loaded in a sequence to ensure all items fit.

### What are Stacked Shipments?

Shipments integrity involves shipments on a carrier that are intermingled, or delivered in such a manner that additional labor is needed to sort through and separate the various shipments on a truck for delivery to our customers.

### What is Alternate Delivery Location?

Alternate Delivery Location refers to shipments that are delivered by a carrier that requires us to deliver some shipments to different levels of the same building or to other buildings in the same facility.

### What are Mixed Shipments?

Mixed Shipments are defined as shipments of mixed crated and uncrated goods, where the percentage of uncrated is minimal and does not warrant the full uncrated rate for the shipment, but does require special handling. IMS defines special handling for mixed loads as having less than 50% of the volume as uncrated.

### What does it mean if I have "No Documentation"?

Shipments arrive from a small package carrier (including, among others, Federal Express and UPS) without an individual Bill of Lading, requiring additional time, labor, and equipment to process.

### What about Carpet Only Shipments?

Shipments that consist of carpet and/or carpet padding only require special handling because of additional labor and equipment to unload.

### What is the difference between Crated and Uncrated Shipments?

Crated Shipments are those that are packed in any type of shipping container that can be unloaded at the dock with no additional handling required. Such containers include crates, fiber cases, cartons, and properly packed skids. An Uncrated Shipment is material that is shipped loose or pad wrapped, and/or unskidded without proper lifting bars and hooks.





## Material Handling Rates per Shipment

### Advance Warehouse Shipment Receiving from October 2- October 27, 2023 9:00 AM - 4:00 PM Monday - Friday

Description of Service	Minimum (2)	Each CWT Over 2
Direct to Warehouse	\$ 292.00	\$ 146.00
Late to Warehouse	\$ 380.00	\$ 190.00
Direct to Warehouse Inbound OT Surcharge	\$ 73.00	\$ 36.50
Special Handling to Warehouse	\$ 378.00	\$ 189.00
Late Special Handling to Warehouse	\$ 568.00	\$ 284.00
Special Handling to Warehouse Inbound OT Surcharge	\$ 94.50	\$ 47.25

### Show Site Shipment May Begin Arriving October 30, 2023

Direct to Convention Facility	\$ 316.00	\$ 158.00
Direct to Convention Facility Inbound/Outbound OT Surcharge	\$ 79.00	\$ 39.50
Uncrated to Convention Facility	\$ 411.00	\$ 205.50
Special Handling to Convention Facility	\$ 379.00	\$ 189.50
Special Handling Inbound/Outbound OT Surcharge	\$ 95.00	\$ 47.50

### Only Applicable on Show Days - Show Site Shipments Only

Small Package - Maximum Weight 30 lbs.	\$ 80.00/ea
--	-------------

Please use the Material Handling Re-Cap Form to calculate your estimated Material Handling costs. Items will be weighed when received at the convention center dock for accurate billing rates.







## Warehouse Shipments

### IT IS HIGHLY RECOMMENDED TO SHIP YOUR ITEMS TO THE WAREHOUSE

- All shipments must be sent PRE-PAID. All collect shipments will be refused.
- Crated shipments may be sent to the warehouse beginning on October 2, 2023.
- Last date for warehouse shipments is October 27, 2023.
- Shipments must arrive between the hours of 9:00 AM and 4:00 PM Monday - Friday.
- No shipments will be received at the warehouse on weekends and holidays.  
To trace the arrival of a shipment, e-mail your IMS CSR Contact. Pro # and carrier information must be included.
- Certified weight tickets & bills of lading indicating weight must accompany freight delivery.

**LATE SHIPMENTS:** Shipments arriving at the warehouse after the advance receiving deadline date will be charged a 30% late surcharge to the advance warehouse rates as well as charges for transport to show site.

### PLEASE LABEL EACH PACKAGE OR CRATE AS FOLLOWS

SOFT 2023  
Your Company Name & Booth #  
C/O IMS, Inc.  
5871 N. Broadway  
Denver, CO 80216



# RUSH!

EXHIBITION FREIGHT

FROM:

ADVANCE SHIPMENTS TO WAREHOUSE

TO: COMPANY NAME

BOOTH #

SOFT 2023  
C/O IMS, Inc.  
5871 N. Broadway  
Denver, CO 80216

SHIPMENTS SHOULD ARRIVE BETWEEN

October 2 - 27, 2023

EVENT: SOFT 2023

CARRIER:

NUMBER OF PIECES:

# RUSH!

EXHIBITION FREIGHT

FROM:

ADVANCE SHIPMENTS TO WAREHOUSE

TO: COMPANY NAME

BOOTH #

SOFT 2023  
C/O IMS, Inc.  
5871 N. Broadway  
Denver, CO 80216

SHIPMENTS SHOULD ARRIVE BETWEEN

October 2 - 27, 2023

EVENT: SOFT 2023

CARRIER:

NUMBER OF PIECES:



## Direct Shipments to Convention Facility

- All shipments arriving to the facility prior to October 30, 2023 will be refused and returned to the local trucking terminal.
- Shipments will only be received at the show during the move-in periods indicated on the Fast Facts page.
- As exhibitor, it is your responsibility to instruct your carrier to the proper dates and times for direct deliveries to the convention facility.
- Certified weight tickets & bills of lading indicating weight must accompany freight delivery.
- Shipments received without receipts, proper freight bills or specified unit counts on their receipts or freight bills such as UPS or van lines, will be delivered to the exhibitor booth without guarantee of the piece count or condition. No liability will be assumed by IMS for such shipments.

**PLEASE LABEL EACH PACKAGE OR  
CRATE AS FOLLOWS**

SOFT 2023  
Your Company Name & Booth #  
c/o: IMS, Inc.  
Gaylord Rockies Resort  
6700 N. Gaylord Rockies Blvd. (Hall 3)  
Aurora, CO 80019

**DO NOT deliver prior to October 30, 2023  
Facility will refuse shipment**



# RUSH!

EXHIBITION FREIGHT

FROM:

DIRECT SHIPMENT

TO: COMPANY NAME

BOOTH #

SOFT 2023  
c/o: IMS, Inc.  
Gaylord Rockies Resort (Hall 3)  
6700 N. Gaylord Rockies Blvd.  
Aurora, CO 80019

SHIPMENTS MAY BEGIN TO ARRIVE  
October 30, 2023

EVENT: SOFT 2023

CARRIER:

NUMBER OF PIECES:

# RUSH!

EXHIBITION FREIGHT

FROM:

DIRECT SHIPMENT

TO: COMPANY NAME

BOOTH #

SOFT 2023  
c/o: IMS, Inc.  
Gaylord Rockies Resort (Hall 3)  
6700 N. Gaylord Rockies Blvd.  
Aurora, CO 80019

SHIPMENTS MAY BEGIN TO ARRIVE  
October 30, 2023

EVENT: SOFT 2023

CARRIER:

NUMBER OF PIECES:

# Your official ground freight carrier ABF Freight®

Let ABF Freight make your next trade show the easiest you have attended!

ABF Freight has over 100 years of experience in the freight industry and has a dedicated Trade Show Division with service throughout North America.

Choose guaranteed, expedited shipping solutions – air or ground – with special discounted rates for your inbound and outbound shipments.

For personalized quotes, please call our  
Trade Show Division

**800.654.7019**  
Our Services Include:

Priority handling of your inbound and outbound shipments.

Guaranteed expedited air and ground services.

LTL ground transportation

International transportation



Trust your important trade show shipment to the leader in exhibition transportation services





# REQUEST FOR INFORMATION

## ABF FREIGHT® • TRADE SHOW SERVICES

Exhibiting Company \_\_\_\_\_ Contact Name \_\_\_\_\_

Title \_\_\_\_\_ Email \_\_\_\_\_ Phone \_\_\_\_\_

### SHIPPER INFORMATION

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Pickup Date/Time \_\_\_\_\_

### FREIGHT INFORMATION

Piece Count and Type \_\_\_\_\_

Total Weight \_\_\_\_\_

Dimensions (L) \_\_\_\_\_ (W) \_\_\_\_\_ (H) \_\_\_\_\_

### SHIP TO: Warehouse ☐ Show Site ☐

Show Name \_\_\_\_\_

Booth No. \_\_\_\_\_

Contractor \_\_\_\_\_

Show Dates \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Delivery Date \_\_\_\_\_

### ADDITIONAL INFORMATION

Residential Pickup ☐ Inside Pickup ☐

Liftgate ☐ Dock ☐

Would you like an ABF Freight Trade Show Coordinator to contact you with a quote or information?

YES ☐ NO ☐

If you are faxing this form, please print a copy, complete the requested information, and then fax to 479.785.8701.

If you are completing electronically, you can either print and fax your request or click on the submit button to send your request to one of our Trade Show specialists.

ABF Freight • Trade Show Services • P.O. Box 10048 • Fort Smith, AR 72917-0048

**SUBMIT**

# 800-654-7019

tradeshow@freight.abf.com | abf.com

3801 Old Greenwood Road • Fort Smith • AR • 72903





## SHIPPER PLEASE NOTE

FREIGHT CHARGES ARE PREPAID ON THIS BILL OF LADING UNLESS MARKED COLLECT

STRAIGHT BILL OF LADING - ORIGINAL - NOT NEGOTIABLE



ABF FREIGHT SYSTEM, INC.  
P.O. BOX 10048  
FORT SMITH, AR 72917  
800-610-5544 ABFS

abf.com

PLACE PRO LABEL HERE

Shipper's Bill of Lading No. \_\_\_\_\_

Consignee's Reference/PO No. \_\_\_\_\_

On "Collect On Delivery" shipments, the letters "COD" must appear before consignee's name or as otherwise provided in item 430, Sec. 1.

## CONSIGNEE

TO:

NAME PLUS

STREET

CITY/ST/ZIP

☐ Check box if consignee contact required prior to delivery.

Consignee telephone \_\_\_\_\_

TRAILER NUMBER

B/L DATE

ROUTE

SPECIAL INSTRUCTIONS

## SHIPPER

FROM:

NAME PLUS

STREET

CITY/ST/ZIP

FOR PAYMENT, SEND BILL TO:

NAME

STREET

CITY/ST/ZIP

Collect on Delivery \$ \_\_\_\_\_ and remit to \_\_\_\_\_

Street \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

Carrier must collect cash, money order, bank cashier's check, or bank-certified check unless shipper signs here to accept company check.

C.O.D. charge  
to be paid byShipper ☐Consignee ☐

Signed: \_\_\_\_\_

Hdg Units No. Type	Packages No. Type	* HM	Kind of Package, Description of Articles, Special Marks and Exceptions (Subject to correction)	Weight (Subj to Correction) (LBS)	Class or Rate Ref. (For Info. Only)	Cube (Optional) (CuFT)

\* Mark "X" to designate Hazardous Materials as defined in DOT Regulations.

NOTE (1) Where the rate is dependent on value, shippers are required to state specifically in writing the agreed or declared value of the property as follows:

"The agreed or declared value of the property is specifically stated by the shipper to be not exceeding \_\_\_\_\_ per \_\_\_\_\_."

NOTE (2) Liability Limitation for loss or damage on this shipment may be applicable. See 49 U.S.C. 14706(c)(1)(A)(B).

NOTE (3) Commodities requiring special or additional care or attention in handling or stowing must be so marked and packaged as to ensure safe transportation with ordinary care. See Sec. (2)e of NMFC item 360.

Notify if problem enroute or at delivery \_\_\_\_\_

Name

Tel No.

Fax No.

(for informational purposes only)

RECEIVED, subject to individually determined rates or contracts that have been agreed upon in writing between the carrier and shipper, if applicable, otherwise to the rates, classifications and rules that have been established by the carrier and are available to the shipper, on request. Every service to be performed hereunder shall be subject to all terms and conditions of the uniform bill of lading set forth in the National Motor Freight Classification. The shipper hereby certifies that he is familiar with all the terms and conditions of the said bill of lading and the said terms and conditions are hereby agreed to by the shipper and accepted for himself and his assigns. See Item 780-1 of ABF 111 rules for general liability limitations and for additional coverage available at additional expense.

This is to certify that the above-named materials are properly classified, described, packaged, marked and labeled and are in proper condition for transportation, according to the applicable regulations of the Department of Transportation. Additionally, by signature on this bill of lading, Shipper authorizes consent to the Transportation Security Administration (TSA) to screen the shipment when transportation of the shipment requires movement via an air carrier.

SHIPPER

PER (SIGNATURE REQUIRED)

Freight charges are PREPAID  
unless marked collect  
CHECK BOX IF COLLECT ☐

## FOR FREIGHT COLLECT SHIPMENTS:

If this shipment is to be delivered to the consignee, without recourse on the consignor, the consignor shall sign the following statement:  
The carrier may decline to make delivery of this shipment without payment of freight and all other lawful charges

(Signature of Consignor)

CARRIER ABF FREIGHT SYSTEM, INC.

PER

DATE

Driver signature only acknowledges receipt of freight

# Commercial Invoice

Date			Invoice #		PO #				
Shipper Name			Consignee Name						
Street Address			Street Address						
Contact (Shipper)		Email Address	Contact (Consignee)		Email Address				
Telephone/Fax Number			Telephone/Fax Number						
Tax ID Number (EIN)		Exporting Carrier	Tax ID Number (i.e. EIN, VAT)		Incoterms				
Other Information (i.e. ITN #)			AWB #						
Complete Commodity Description		HM	Schedule B	Country of Manufacture	Quantity UOM	Unit Price USD \$	Total Price USD \$		
							0.00		
							0.00		
							0.00		
							0.00		
							0.00		
							0.00		
							0.00		
							0.00		
							0.00		
							0.00		
							0.00		
							0.00		
							0.00		
							0.00		
							0.00		
I/we hereby certify that the information on this invoice is true and correct and that the contents of this shipment are as stated above.				Subtotal (USD \$)		0.00			
				Total Freight Charge					
				Total Insurance Cost					
				Total Invoice Value (USD \$)		0.00			
Signature and Title of Authorized Person				Date				These commodities, technology, or software were exported from the United States of America for ultimate destination _____ in accordance with export administration regulations. Diversion contrary to U.S. law is prohibited.	



## Installation & Dismantle Labor Rates

All orders must be placed through the IMS Online Ordering Portal

Straight time - 8:00 a.m. - 5:00 p.m. Monday through Friday

Over time - 5:00 p.m. - 8:00 a.m. Monday through Friday. All Day Saturday & Sunday.

Price is per person/per hour. Start time is guaranteed only when labor is requested for the start of the working day (8:00am), unless the official set-up time begins later.

One hour minimum charge on all labor. Cancellations must be in writing.

Please Note the Following:

- Work will be done on a straight time basis if possible. However, overtime charges will be invoiced on the show floor, if necessary.
- Labor personnel must be picked up at IMS Exhibit Service Center when under exhibitor supervision.
- Notice of cancellation should be made at least 24 hours prior to the show move-in to avoid a one-hour minimum charge.
- A one hour "no show" charge will be applied If exhibitor fails to pick up labor personnel as ordered.

**PLAN A:** Installation and Dismantling of display under the supervision of EXHIBITOR

Straight Time

\$143.00 per personnel hour

Over Time

\$200.00 per personnel hour

**PLAN B:** Installation and Dismantling of display under the supervision of IMS

Straight Time

\$193.00 per personnel hour

Over Time

\$270.00 per personnel hour





## Limits of Liability & Responsibility for Labor

1. Inclusive Management Services, Inc. (IMS) and its subcontractors shall not be responsible for loss, delay or damage due to strikes, lockouts or work stoppages of any kind.
2. Inclusive Management Services, Inc. (IMS) and its subcontractors shall not be responsible for loss, injury or damage caused by laborers or equipment furnished by Inclusive Management Services, Inc or its subcontractors, except when such laborers are working or operating equipment under direct supervision of a supervisor designated by Inclusive Management Services, IMS or its subcontractor.
3. Inclusive Management Services, Inc. (IMS) and its subcontractors 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, injury or damage to an exhibitor's material or exhibitor personnel, which may make it impossible or impractical to exhibit exhibitor's materials.
4. Claims for loss, injury or damage which are not submitted to Inclusive Management Services, Inc., (IMS) within thirty (30) days of the close of the show on which the loss, injury or damage occurred shall be considered waived. No suit or action shall be brought against Inclusive Management Services, Inc. (IMS) or its subcontractor more than one year after the accrual of the cause of action.
5. Inclusive Management Services, Inc. (IMS) will not be responsible for improper packing of exhibitor material and products or incorrect labeling if working under the supervision of the exhibitor.
6. Inclusive Management Services, Inc. (IMS) will not be responsible for improperly packed or concealed damages to exhibits.
7. The placing of an order for the services or laborers and the use of equipment by an exhibitor, or any agent of the exhibitor shall be construed as an acceptance by such exhibitor or agent of terms and conditions set forth in Section 1 through 5 above.



## EXHIBITOR INFORMATION PACKET

SOFT Conference 2023 • October 29 - November 3, 2023



**Floral** All orders must be placed through the IMS Online Ordering Portal

### Discount Deadline, October 11, 2023

Description	Discount Price	Standard Price
Small Flower Arrangement	\$ 112.50	\$ 146.25
Large Flower Arrangement	\$ 150.00	\$ 195.00
Fern	\$ 75.00	\$ 97.50
2 ft. Green Plant	\$ 82.50	\$ 107.25
3 ft. Green Plant	\$ 97.50	\$ 126.75
4 ft. Green Plant	\$ 112.50	\$ 146.25
5 ft. Green Plant	\$ 127.50	\$ 165.75
6 ft. Green Plant	\$ 142.50	\$ 185.25
7 ft. Green Plant	\$ 172.50	\$ 224.25

8.5% Sales Tax will be applied





## Custom Signs & Banners

All orders must be placed through the IMS Online Ordering Portal

### Discount Deadline, October 11, 2023

- We are pleased to be able to offer you custom sign services so you can tailor your sales message to the particular audience at this event. Select one of the standard sizes, or order a special size with your logo and other graphics. Contact the Customer Service Representative.
- If request is placed at show site, please allow a minimum of 24 hours for sign delivery.
- Contact the CSR for submitting Graphic Files in acceptable formats (See following page).

Description	Discount Price	Standard Price
22" x 28" Single Sided	\$ 120.50	\$ 156.75
22" x 28" Double Sided	\$ 157.00	\$ 204.00
28" x 44" Single Sided	\$ 170.75	\$ 222.00
28" x 44" Double Sided	\$ 222.25	\$ 289.00
20" x 60" Single Sided	\$ 288.75	\$ 375.50
24" x 87" Single Sided	\$ 368.75	\$ 479.50
24" x 87" Double Sided	\$ 479.50	\$ 623.50
38" x 84" Single Sided Meter Board	\$ 437.50	\$ 568.75
38" x 84" Double Sided Meter Board	\$ 568.75	\$ 739.50
3' x 6' Single Sided Banner	\$ 375.00	\$ 487.50
3' x 6' Double Sided Banner	\$ 487.50	\$ 633.75

8.5% Sales Tax will be applied







## Preferred Format(s) for Incoming Graphics

### LOGOS

Vector-based files always work best to create large-format graphics and signage.

### FILE FORMAT

Graphics supplied by client should be PDF files distilled at high resolution with fonts and graphics embedded are preferred as each individual graphic **MUST** be scaled to proper size and dimension for final output/printing. Other file formats accepted are AI, PSD, EPS, and TIFF. Although there are many graphic file formats to choose from, it is safest when printing to a PostScript device to use EPS for vector graphics and TIFF for raster/bitmap graphics. Vector graphics are object-oriented files which contain drawing instructions and are used by applications such as Illustrator or Freehand (99.9% of logos fall into the "Vector" category). Fonts in these EPS files should be converted to "create outlines" or "convert to paths", which will eliminate the need to download the fonts for outputting. Raster graphics are bitmapped files such as scans or screen shots. For TIFF files, be sure to have the correct amount of data in the file for the line screen which will be printed. Use an image-editing program such as Photoshop or Live Picture for TIFF files. Allow bleed for all graphics.

### RESOLUTION

Minimum resolution of 96 dpi at final output size is required. Internet Graphics downloaded or saved from Web pages are not acceptable for print products. These graphics have low resolution images (usually 72 PPI), which are fine for screen display, but far below acceptable quality standards for print.

### COLOR

All work submitted for digital color should be in the CMYK (Cyan/Magenta/Yellow/Black) mode. Authors must ensure that color saturation-color balance is correct before sending files. If an RGB (Red/Green/Blue) file is submitted, dramatic color shifts can occur when we convert to CYMK. Be aware that most desktop scanners, digital cameras, and video capture systems save files as RGB so it will be necessary for you to convert to CMYK. Please consult your software manual for details. If your logo or graphics use Pantone colors, include the PMS color information.

### FONTS

Include your screen and printer fonts when sending PC files. All fonts used must be postscript fonts. True Type fonts are not acceptable in a postscript environment. As a rule, always convert text to curves to eliminate font issues. If True Type fonts are used, they must be converted into pixels or outlines and saved as an EPS or TIFF.

### SIZE

Ensure your graphics are submitted in the correct dimensions and proportions. Include a sufficient amount of bleed.

### PROOF

Always supply a hard copy of the digital image being submitted. This allows us to double-check the image.

Please submit materials on time. If materials arrive late, we may not have enough time to notify you about problems and your graphic may be printed incorrectly. If you have any questions, please call and ask. If a graphic does not meet the required specifications, the graphic may not appear as you expect it.





## Online Exhibitor Ordering

### Welcome to the Gaylord Rockies Resort & Convention Center!

We are thrilled to be hosting your exposition.  
We're happy to provide access to online ordering for all your booth needs,  
including:

#### *Electric / AV / Internet / Catering*

To create an account or log in, please refer to the following link:

<https://gaylordrockies.boomerecommerce.com>

#### **IMPORTANT INFORMATION REGARDING FOOD AND BEVERAGE**

Please note that per our contract agreement and for liability reasons, the hotel is the exclusive provider for all food and beverage. Absolutely NO outside food and/or beverages may be served from your booth during this upcoming event (this includes, but is not limited to, logo bottled water or any type of pre-packaged food.) If you wish to serve these items, you must request permission via e-mail in advance, and a corkage fee will apply if your items are approved. These requests can be sent to [gh.dengr.grexhibits@gaylordhotels.com](mailto:gh.dengr.grexhibits@gaylordhotels.com).

#### **TAX EXEMPT EXHIBITORS**

If your organization is Tax Exempt in the state of Colorado, please create your account first and then contact us at [gh.dengr.grexhibits@gaylordhotels.com](mailto:gh.dengr.grexhibits@gaylordhotels.com). We'll need to receive a copy of your Colorado Tax Exempt Certificate before you can process your order.

**HANGING SIGN, RIGGING AND TRUSS REQUESTS:** <https://encoreglobal.com/rigging-portal>

*Please contact an Exhibitor Services Representative at 720.829.8654 or  
[gh.dengr.grexhibits@gaylordhotels.com](mailto:gh.dengr.grexhibits@gaylordhotels.com) for any questions or additional assistance.*

Gaylord Rockies Resort & Convention Center / 6700 North Gaylord Rockies Boulevard / Aurora, CO 80019 / 720.452.6900 / [gaylordrockies.com](http://gaylordrockies.com)