



*EXHIBITOR  
SERVICE  
MANUAL*

**MSACL 2017 US**  
January 22<sup>nd</sup> – 26<sup>th</sup>, 2017  
Palm Springs Convention Center  
Palm Springs, CA

Please examine exhibitor manual completely  
Please email signed and completed packet to [russ@reflexeventservices.com](mailto:russ@reflexeventservices.com)  
For additional information or questions please contact us at:

***p: (760) 788-9360 f: (760) 782-0429***

**[www.reflexeventsservices.com](http://www.reflexeventsservices.com)**



**MSACL 2017 US**  
**January 22<sup>nd</sup> – 26<sup>th</sup>, 2017**  
**Palm Springs Convention Center**  
**Palm Springs, CA**

**Special Notes**

1. MSACL provides the following for your booth:

- 1- 6 foot draped table
- 2- Chairs
- 1- 7 inch x 44 inch exhibitor identification sign
- 1- 500 watt electrical outlet
- 1- Wastebasket
- Daily Cleaning

Show draping will be **BLACK**.

***The exhibit hall is carpeted in tile squares.***

For **additional** furnishings, electrical, or equipment please refer to the order forms in your exhibitor manual.

2. **Any direct shipments to the Convention Center will ONLY be accepted on January 22<sup>st</sup> or 23<sup>nd</sup>.**

Please note: The following are already included with your Exhibit Booth:

- (1) 2- chairs, (2) 1- 6ft draped table, (3) 500 watt electrical outlet, (4) Waste basket, (5) Daily cleaning

Questions? Feel free to contact  
Chris Herold at 858-922-5813



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### FURNITURE ORDER FORM

SHOW	MSACL 2016			BOOTH	
COMPANY					
ADDRESS					
CITY		STATE		ZIP	
PHONE		FAX			
AUTHORIZED BY					
EMAIL ADDRESS					

The Exhibit Hall is Carpeted with Tile Squares

DELUXE FURNITURE				WOODEN DISPLAY TABLES (30" Height)			
QTY	DESCRIPTION	ADVANCE ORDER	AT SHOW PRICE	QTY	DESCRIPTION	ADVANCE ORDER	AT SHOW PRICE
	Side Chair	\$27.50	\$35.00		4' Table No Drape	\$55.00	\$65.00
	Stool (padded)	\$75.00	\$95.00		4' Table w/Draping	\$70.00	\$80.00
	Folding Chair	\$12.00	\$15.00		6' Table No Drape	\$65.00	\$75.00
<b>TOTAL</b>					6' Table w/Draping	\$85.00	\$95.00
ADDITIONAL FURNISHINGS					8' Table No Drape	\$75.00	\$85.00
QTY	DESCRIPTION	ADVANCE ORDER	AT SHOW PRICE		8' Table w/Draping	\$95.00	\$100.00
	Waste Basket w/ Liner	\$10.00	\$15.00		30" Round Cocktail Table	\$95.00	\$100.00
	Easel	\$22.50	\$30.00	<b>TOTAL</b>			
	8' High Drapery	\$10.50 LN. FT	\$14.50 LN.FT	COUNTER HIGH TABLES (42" Height)			
	3' High Drapery	\$5.75 LN. FT	\$8.50 LN. FT	QTY	DESCRIPTION	ADVANCE ORDER	AT SHOW PRICE
	4' x 8' Posterboard	\$97.50	\$125.00		4' Counter No Drape	\$65.00	\$75.00
<b>TOTAL</b>					4' Counter w/Draping	\$75.00	\$85.00
CARPET					6' Counter No Drape	\$75.00	\$85.00
QTY	DESCRIPTION	ADVANCE ORDER	AT SHOW PRICE		6' Counter w/Draping	\$85.00	\$100.00
	9' X 10'	\$100.00	\$140.00		8' Counter No Drape	\$85.00	\$95.00
	9' X 20'	\$200.00	\$280.00		8' Counter w/Draping	\$95.00	\$110.00
<b>COLORS (circle one)</b>	<b>BLUE RED BLACK BURGUNDY SILVER TEAL</b>				30" Round Cocktail Table	\$100.00	\$125.00
<b>TOTAL</b>				<b>TOTAL</b>			
ELECTRICAL				CIRCLE SKIRT COLOR			
QTY	DESCRIPTION	ADVANCE ORDER	AT SHOW PRICE	<b>BLUE RED BLACK BURGUNDY SILVER TEAL</b>			
	500 Watt Outlet	\$135.00	\$175.00	<b>ADVANCED ORDERS MUST BE RECEIVED 7 DAYS PRIOR TO SHOW MOVE-IN DATE. PAYMENT IN FULL REQUIRED WHEN ORDER IS PLACED.</b>			
	15' Extension Cord	\$20.00	\$25.00				
	6' Power Strip	\$20.00	\$25.00				
<b>TOTAL</b>							
(For additional electrical needs, please call for pricing)							



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**EXHIBIT INSTALLATION & DISMANTLE**

SHOW	MSACL 2017 US			BOOTH	
COMPANY					
ADDRESS					
CITY		STATE		ZIP	
PHONE		FAX			
AUTHORIZED BY					
EMAIL ADDRESS					

**Labor Rates**

Straight Time	\$90.00	Per Hour, Per Man
Over Time	\$140.00	Per Hour, Per Man

All labor performed before 8:00 am, after 4:30 pm, Saturday, Sunday and holidays will be charged the overtime labor rate.

**REFLEX SERVICES WILL PROCEED WITH YOU DISPLAY SET-UP UNLESS INSTRUCTED OTHERWISE. EVERY EFFORT WILL BE MADE TO SET-UP DURING STRAIGHT TIME HOURS UNLESS MOVE-IN SCHEDULE DOES NOT PERMIT**

**Labor Install and Dismantle Request**

Labor requested (No. of Men)	No. of Shipping Cases or Crates containing display
<input type="text"/>	<input type="text"/>

Plans attached-Proceed without exhibitor

Plans in case # \_\_\_\_\_ -Proceed without exhibitor

**DO NOT PROCEED-EXHIBITOR WILL SUPERVISE SET-UP**

All work is to be performed *ONLY* under the supervision of the exhibitor representative.

**Representative Name:**

**Install Labor Request**

Number of Laborers	Date	Time	Approx. Hours	Comments

**Dismantle Labor Request**

Number of Laborers	Date	Time	Approx. Hours	Comments

Note: You must call for labor at the service desk when work is requested. Failure to call for labor at requested time is a one-hour charge per man, unless 48 hour advance notice is provided. Start time will be guaranteed only in those instances where we are requested for the start of the working day, which is 8:00 AM. The minimum charge of one hour per man will apply and time will commence in accordance with exhibitor's request..



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### NON-OFFICIAL CONTRACTOR REQUEST FOR INFORMATION

If your company plans to use a firm that is not affiliated with the official contractor, i.e. REFLEX SERVICES, as designated by Show Management, please complete the following request for information and mail it to the above address no later than 30 days prior to show.

<b>SHOW</b>	<b>MSACL 2017 US</b>		<b>BOOTH</b>	
<b>COMPANY</b>				
<b>ADDRESS</b>				
<b>CITY</b>		<b>STATE</b>		<b>ZIP</b>
<b>PHONE</b>		<b>FAX</b>		
<b>AUTHORIZED BY</b>				
<b>EMAIL ADDRESS</b>				

#### DEFINITION

A non-official service contractor will be considered to be any company or licensed individual, not an employee of the exhibitor, and other than Reflex Services that an exhibitor wishes to use for booth services and will require access to the exhibit hall before, during, and after the show. No permission can be given for the use of a non-official contractor for the performance of the following services: electrical, plumbing, telephone lines, drayage, rigging, or booth cleaning.

<b>EXHIBITOR</b>		<b>BOOTH NO.</b>	
<b>SHOW CONTACT</b>			
<b>NON-OFFICIAL SERVICE FIRM</b>			
<b>SERVICE FIRM CONTACT AT SHOW</b>			
<b>TYPE OF SERVICE</b>			
<b>24 HOUR PHONE NUMBER</b>			

NOTE: Your "non-official" contractor must send the following information to Reflex Services at least 30 days prior to the show dates or they will not be permitted on the floor to service your exhibit:

- A) A valid certificate of insurance evidencing the following types and limits of insurance:
  1. Comprehensive General Liability policy with the Broad Form Comprehensive General liability endorsement, in the occurrence form, providing coverage against claims for a bodily injury or death and property damage occurring in or upon or resulting from the use or occupancy of the trade show/meeting site. Such insurance shall be primary and non-contributory with any other coverage's and shall afford immediate protection to the limit of not less than \$1,000,000.00
  - B) State of California Worker's Compensation Insurance and Employer's Liability Insurance with the following limits:
    - Bodily Injury by accident \$1,000,000\_00 each accident
    - Bodily Injury by disease \$1,000,000.00 policy limit
    - Bodily Injury by disease \$1,000,000.00 each employee
  - C) Comprehensive Automobile Liability or Business Auto Policy within limits not less than \$1,000,000.00 each occurrence, combined single limit for bodily injury and property damage, including loading and unloading.

It will be the responsibility of the exhibitor to see that each representative of the "non-official" contractor abides by the rules and regulations of this event.



## LIMITS OF LIABILITY

1. Reflex Services and subcontractors shall not be responsible for damage to uncrated materials, materials improperly packed, glass breakage, or concealed damage.
2. Reflex Services and subcontractors are not, and cannot be, responsible for loss or disappearance of Exhibitor materials after they have been delivered to the booth or once they are left in the booth for load-out and shipping after the show close.
3. Reflex Services and subcontractors shall not be responsible for loss, delay or damage due to strikes, lockouts or work stoppages of any kind beyond our direct control.
4. Reflex Services and subcontractors shall not be responsible for ordinary wear and tear in handling of equipment; nor for the loss or damage due to fire, theft, windstorm, water, vandalism, acts of God, mysterious disappearance, or other causes beyond its control.
5. Reflex Services and 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 or damage to an Exhibitor's materials which may make it impossible or impractical to exhibit same.
6. It is understood that Reflex Services and subcontractors are not insurers, that insurance, if any, shall be obtained by the Exhibitor and that the amounts payable to Reflex Services hereunder are based on the value of the material handling services and are unrelated to the value of the Exhibitor's property being handled. Since it is impractical and extremely difficult to fix the value of each shipment handled by Reflex Services or its subcontractors, it is understood that Reflex Services and subcontractors do not provide for liability should loss or damage occur.
7. It is the Exhibitor's responsibility to make sure all materials are insured from the time they leave your firm, while they are at the show site, and until they are returned after the show
8. Reflex Services and subcontractors' liability shall be limited to any loss or damage which results solely from Reflex Services or its subcontractors' negligence in the actual physical handling of the items comprising your shipment(s) and not for any other type of loss or damage. Liability shall be limited to an amount not to exceed \$.60 per pound per article.
9. The Exhibitor agrees in connection with the receipt, handling, storage, and reloading of your materials that Reflex Services and subcontractors will provide their services as agent and not as bailee or shipper. If any employee of Reflex Services or subcontractors shall sign a delivery receipt, bill of lading, or other document, the Exhibitor agrees that they do so as the Exhibitor's agent, and the Exhibitor accepts responsibility therefore.
10. The consignment or delivery of a shipment to Reflex Services or subcontractors by an Exhibitor, or by any shipper on behalf of the Exhibitor shall be construed as acceptance by such Exhibitor of the terms, limitations, and conditions set herein.

<b>SHOW</b>	<b>MSACL 2017 US</b>			<b>BOOTH</b>	
<b>COMPANY</b>					
<b>ADDRESS</b>					
<b>CITY</b>		<b>STATE</b>		<b>ZIP</b>	
<b>PHONE</b>		<b>FAX</b>			
<b>AUTHORIZED BY</b> (print name)					
<b>Signature</b>					



## DRAYAGE RATE SCHEDULE

**IN AND OUT RATES BASED ON INCOMING WEIGHT ONLY**

**200 lb. MINIMUM CHARGE PER SHIPMENT**

Shipments of common freight and crated exhibits will be received and stored up to thirty (30) days prior to set-up date, delivered to booth, and delivered from booth to common carrier at loading dock of exhibit area, furnishings, loading equipment and labor at close of show. This also includes removal, storage and return of empty crates or containers when necessary.	<b>PER CWT (100 lbs)</b>
	<b>\$85.00</b>
Receipt of shipments of common freight and crated exhibits at the Exhibit Hall, during installation period only, from outside carrier or owner's vehicle, unloading, delivery to booth, and delivering from booth to common carrier at loading dock and furnishing loading equipment and labor at close of show. This also includes removal, storage and return of empty crates or containers when necessary.	<b>\$85.00</b>
Above rates apply to handling of crated shipments. For uncrated, pad wrapped, or specialized equipment, the additional rate will be:	<b>\$8.50</b>
Return to the warehouse charge for loading onto outbound carriers	<b>\$85.00</b>

NOTE: Mixed crated and uncrated shipments must show on the bill at lading the weight of the crated portion vs the uncrated portion, otherwise the entire shipment will be rated as uncrated. If we are required to use manpower in a trailer to cube out the load the exhibitor will be charged on a lime and material basis for the additional labor.

All per hundredweight rated will be based on the inbound weight only and all weights will be rounded off the next hundred weight. Dimensional weights will be invoiced at the stated weight on the Bill of Lading at the time of delivery unless a weight certificate is attached. It is the exhibitor's responsibility to insure that each shipment has a correct or certified weight on each Bill at the time of delivery. No back weighing will be accepted and no credit will be issued for a mis-stated weight. All exhibitors must be prepared to pay their charges at the show site. Company checks, cash, certified checks, money orders, traveler's checks, Visa, MasterCard or American Express are acceptable for payment. All foreign exhibitors will be required to pay their drayage invoice, in full, at the show site in U.S. currency. Companies or individuals whose accounts have been deemed delinquent on past shows will be on a C.O.D. basis. All Past-due and current charges must be paid in full before any material will be released. All invoices are due and payable upon receipt. You may Pre-pay your estimated drayage charges based on the above per CWT. rate schedule. It is the responsibility of the EXHIBITOR to contact Reflex Services by the end of exhibit set up to arrange for reshipment of materials.

All per CWT. rated quoted in the foregoing do not include uncrating, unskidding, dismantling, crating, skidding, local pick-up and delivery, special trips or handling materials requiring special handling due to weight or size.

### LABOR RATES FOR SERVICES LISTED ABOVE

Service	Straight Time	Over-Time
Material Handler/Labor	\$85.00	\$112.50
Forklift with Operator (4,000 lb capacity)	\$85.00	\$112.50
Forklift with Operator (4,000 to 10,000 lb capacity)	\$105.00	\$142.50
Truck/Driver (Local Deliveries & P/U Only)	\$75.00	\$112.50
Banding/Steel	\$ 1.50 per ln. ft.	
Shrink Wrap	\$ 25.00 per pallet	

S/T - Straight Time Hours - 8:00 AM - 4:30 PM on WEEKDAYS.

O/T - Overtime Applies to all hours on Saturdays, Sundays, and all holidays.

The above rates include Social Security, Workmen's Compensation Insurance and Public Liability Insurance.





## SHIPPING INSTRUCTIONS

SHOW	<b>MSACL 2017 US</b>	BOOTH NO.	
COMPANY			
SHIPPING METHOD		SHIP DATE	
APPROX ARRIVAL DATE		NO. OF SHIPMENTS	
TOTAL NO. OF CONTAINERS		TOTAL WEIGHT	
SZ OF LRG PIECE SHIPPED		WEIGHT OF LRG PIECE SHIPPED	
CONTACT/REPRESENTATIVE (PRINT)			
PHONE		FAX	

ADVANCE SHIPPING	DIRECT SHIPPING
<p style="text-align: center;">YRC FREIGHT C/O REFLEX SERVICES 18298 SLOVER AVENUE BLOOMINGTON, CA 92316</p> <p>FOR: <b>MSACL 2017 US</b> ATTN: (EXHIBITING FIRM/COMPANY NAME) BOOTH NO.</p>	<p style="text-align: center;">(YOUR COMPANY NAME) <b>MSACL 2017 US</b> C/O REFLEX SERVICES PALM SPRINGS CONVENTION CENTER 277 NORTH AVENIDA CABALLEROS PALM SPRINGS, CA 92262</p>

WAREHOUSE SHIPPING DEADLINE IS:	DIRECT SHIPPING DEADLINE IS:
FRIDAY, JANUARY 20TH, 2017	JANUARY 22ND OR 23ND ONLY

### FORWARDING INSTRUCTIONS AT CLOSE OF SHOW

CONSIGN TO		VIA: MOTOR FRT. <input type="checkbox"/>	VAN LINE <input type="checkbox"/>
ADDRESS		AIR FRT. <input type="checkbox"/>	OTHER <input type="checkbox"/>
CITY		PREPAID <input type="checkbox"/>	COLLECT <input type="checkbox"/>
STATE		ZIP	
NO. OF PIECES RETURNED			

AUTHORIZATION TO PROVIDE FREIGHT SERVICES

We hereby authorize Reflex Services to handle our shipments in accordance with the information provided above and agree to the terms and conditions outlined on the "Drayage Service Information Bulletin" and the "Drayage Rate Sheet." We also stipulate that we have read the "Limits of Liability" form and agree to the terms and provisions therein and acknowledge receipt of a copy. We agree that Reflex Services will provide its services as our agent and not as bailee and shipper, That if any employee of Reflex Services shall sign a delivery receipt, bill of lading, or other document, they will do so as our agent and we accept the responsibility therefore. We agree in the event of a dispute with Reflex Services relative to any loss or damage to any of our materials or equipment that we will not withhold payment of any amount due for freight service or any other services provided by Reflex Services as an offset against the amount of the alleged loss or damage. Instead, we agree to pay Reflex Services according to their Payment Policy for all such charges and we further agree that any claim we may have against Reflex Services shall be pursued independently by us as a completely separate transaction to be resolved on its own merits.

<b>AUTHORIZED BY (PRINT)</b>		<b>TITLE</b>	
<b>SIGNATURE</b>			
<b>COMPANY/FIRM</b>			
<b>ADDRESS</b>			
<b>CITY</b>	<b>STATE</b>	<b>ZIP</b>	

PLEASE RETAIN A COPY FOR YOUR RECORDS



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### ADVANCED PAYMENT

SHOW	MSACL 2017 US			BOOTH	
COMPANY					
ADDRESS					
CITY		STATE		ZIP	
PHONE		EMAIL			
AUTHORIZED BY (PRINT)					
SIGNATURE					

### PAYMENT POLICIES

1. Payment must be included with all orders to obtain the discount prices.
2. All charges must be settled at our service desk prior to close of show.
3. The exhibiting firm is ultimately responsible for payment of charges.
4. No adjustments will be made after the closing of the show.

Should you have any questions regarding credit procedures, please contact: REFLEX SERVICES

### CREDIT CARD CHARGE AUTHORIZATION

**If you wish to charge the amount of your advance orders to your credit card account, please complete the information requested below and return this form with your orders. (FOR YOUR CONVENIENCE, WE WILL ALSO USE THIS AUTHORIZATION FORM TO CHARGE YOUR ACCOUNT FOR ANY ADDITIONAL SERVICES.)**

CIRCLE CC TYPE BELOW

VISA

MASTERCARD

AMERICAN EXPRESS

CREDIT CARD NO.

EXPIRATION DATE

CVV CODE

CARD HOLDER NAME (PRINT)

CARD HOLDER SIGNATURE