



# EXHIBITOR SERVICE MANUAL

## **MSACL 2015**

**March 28<sup>th</sup> – April 1<sup>st</sup>, 2015  
Sheraton Hotel and Marina  
Harbor Island  
San Diego, Ca**

PLEASE EXAMINE EXHIBITOR MANUAL COMPLETELY

For additional information or questions please contact us at:

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



## **MSACL 2015**

**March 28<sup>th</sup> – April 1<sup>st</sup>, 2015**

**Sheraton Hotel and Marina**

**Harbor Island**

**San Diego, Ca**

### **Special Notes**

1. Show Management 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 blue and silver. The pavilion is carpeted. For additional furnishings, electrical, or equipment please refer to the order forms in your exhibitor manual.

2. The Sheraton **will not** receive any freight or shipments. All deliveries shipped to the hotel will be refused. **No exceptions.** All inbound and outbound shipments will be handled through Reflex Services.

\*\* You do not need to request the 6' table and 2 chairs that are part of your exhibit package. This order form is for the extras.



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

## FURNITURE ORDER FORM

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

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)	\$60.00	\$75.00		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)			
QTY	DESCRIPTION	ADVANCE ORDER	AT SHOW PRICE	QTY	DESCRIPTION	ADVANCE ORDER	AT SHOW PRICE
	3' High Drapery	\$5.75 LN. FT	\$8.50 LN. FT		4' Counter No Drape	\$65.00	\$75.00
	4' x 8' Posterboard	\$97.50	\$125.00		4' Counter w/Draping	\$75.00	\$85.00
<b>TOTAL</b>					6' Counter No Drape	\$75.00	\$85.00
CARPET					6' Counter w/Draping	\$85.00	\$100.00
QTY	DESCRIPTION	ADVANCE ORDER	AT SHOW PRICE		8' Counter No Drape	\$85.00	\$95.00
	9' X 10'	\$95.00	\$130.00		8' Counter w/Draping	\$95.00	\$110.00
	9' X 20'	\$180.00	\$210.00		30" Round Cocktail Table	\$100.00	\$110.00
COLORS (circle one)	BLACK BLUE SILVER BURGUNDY RED			<b>TOTAL</b>			
<b>TOTAL</b>				CIRCLE SKIRT COLOR			
ELECTRICAL				<b>BLUE RED BLACK BURGUNDY SILVER</b>			
QTY	DESCRIPTION	ADVANCE ORDER	AT SHOW PRICE	<b>ADVANCED ORDERS MUST BE RECEIVED 7 DAYS PRIOR TO SHOW MOVE-IN DATE. PAYMENT IN FULL REQUIRED WHEN ORDER IS PLACED.</b>			
	500 Watt Outlet	\$135.00	\$175.00				
	15' Extention Cord	\$20.00	\$25.00				
	6' Power Strip	\$20.00	\$25.00				
<b>TOTAL</b>							
(For additional electrical needs, please call for pricing)							

**REFLEX**  
TRADE SHOW SERVICES

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

Booth Size		Gross Sq. Ft.		No. of Days		Cost per day	
		Total					

### SPECIAL INSTRUCTIONS



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

## SPECIAL SIGNS ORDER

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

The following prices are for signs of 10 words or less, one color copy, on white show card. Signs over 10 words, add \$3.00 per word. For easel back signs add \$5.00 per sign.

QTY	SIZE	DISCOUNT PRICE	LATE ORDER PRICE	SHAPE Vertical or Horizontal	COLOR OF LETTERING	COLOR OF BACKGROUND	AMOUNT
	7' X 11'	\$37.00	\$60.00				
	7" X 44"	\$43.00	\$66.00	Included.	Courtesy	MSACL.	
	11" X 14'	\$43.00	\$66.00				
	14" X 22"	\$50.00	\$73.00				
	22" X 28'	\$83.00	\$106.00				
	28" X 44"	\$90.00	\$113.00				
	10' X 60"	\$83.00	\$106.00				
	20" X 60'	\$87.00	\$110.00				
	40' x 60"	\$152.00	\$175.00				

**TOTAL**

Signs are professionally lettered in black and white vinyl letters on colored show card. A charge of \$5.00 per color change. Logos, trademarks, logo style lettering, special lettering, etc...will be quoted upon request.

Payment in full is required when placing order. Advance orders received without payment will be priced at the LATE ORDER PRICE.

**ORDER IN ADVANCE AND SAVE!!!**



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

## EXHIBIT INSTALLATION & DISMANTLE

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

### Labor Rates

Straight Time	\$85.00	Per Hour, Per Man
Over Time	\$135.00	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) <input type="text"/>	No. of Shipping Cases or Crates containing display <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..



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

## 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.

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

### 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.

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

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.

SHOW	MSACL		BOOTH		
COMPANY					
ADDRESS					
CITY		STATE		ZIP	
PHONE		FAX			
AUTHORIZED BY (print name)					
Signature					





## SHIPPING INSTRUCTIONS

SHOW	MSACL			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		
REFLEX SERVICES C/O YELLOW TRANSPORTATION 9525 PADGETT STREET SAN DIEGO, CA 92126 FOR: <b>MSACL</b> ATTN: (EXHIBITING FIRM/COMPANY NAME) BOOTH NO.			(YOUR COMPANY NAME) FOR: <b>MSACL</b> C/O REFLEX SERVICES CALL FOR INSTRUCTIONS		
WAREHOUSE SHIPPING DEADLINE IS:			DIRECT SHIPPING DEADLINE IS:		
FRIDAY, MARCH 27, 2015			MARCH 28TH & 29TH, 2015 ONLY		
FORWARDING INSTRUCTIONS AT CLOSE OF SHOW					
CONSIGN TO				VIA: MOTOR FRT. <input type="checkbox"/> VAN LINE <input type="checkbox"/> AIR FRT. <input type="checkbox"/> OTHER <input type="checkbox"/> PREPAID <input type="checkbox"/> COLLECT <input type="checkbox"/>	
ADDRESS					
CITY			STATE		ZIP
NO. OF PIECES RETURNED					
<p align="center">AUTHORIZATION TO PROVIDE FREIGHT SERVICES</p> <p>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.</p>					
AUTHORIZED BY (PRINT)				TITLE	
SIGNATURE					
COMPANY/FIRM					
ADDRESS					
CITY			STATE		ZIP

PLEASE RETAIN A COPY FOR YOUR RECORDS



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

## ADVANCED PAYMENT

SHOW	MSACL		BOOTH		
COMPANY					
ADDRESS					
CITY		STATE		ZIP	
PHONE		FAX			
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