



PETE & C

February 21 – 24, 2010
Hershey Lodge and Convention Center
Hershey, PA

Please prepare and return to:
Reber-Friel Company
Convention & Exposition Services
 550 South Henderson Road
 King of Prussia, PA 19406
 Telephone # (610) 265-7310 Fax # (610) 265-7390

Order Deadline Date
February 5, 2010

PAYMENT & CHARGE AUTHORIZATION FORM

• T E R M S •

DISCOUNT PRICES only apply to orders with payment in FULL, incl. Sales Tax, received by Deadline Date, after which the Standard Rates will be charged. All charges for services must be paid in advance by check or credit card. Orders without payment will NOT be processed. All prices are applicable to 6 % PA Sales Tax. If credit card is declined or invalid a \$ 35.00 service charge will be added. NOTE: Exhibitors are responsible to check that all ordered equipment is delivered to booth and services performed before show opens. Otherwise report to the Reber-Friel representative immediately. Claims after show will not be accepted – NO credits will be given after the show!

• SERVICES & EQUIPMENT ORDERED •

FURNITURE & ACCESSORIES, DISPLAY TABLES, WOODEN RISERS, FLOOR COVERING	\$	
PEGBOARD & FOAMCORE PANELS	\$	
FREIGHT HANDLING	\$	
LABOR	\$	
CUSTOM CLEANING	\$	
SPECIAL SIGNS	\$	
STANDARD BOOTH EQUIPMENT / PIPE & DRAPE	\$	
OTHER	\$	
SUBTOTAL	\$	
6 % PA SALES TAX	\$	
TOTAL	\$	

I have read, understood and I agree to all terms as described and have advised our show site representative accordingly.

Signature: _____ Print Name: _____ Date: ___ / ___ / _____

PLEASE NOTE: Electrical, Telephone, Internet and/or Plumbing orders should be mailed directly to the address given on the order form.

PAYMENT BY CHECK, PLEASE COMPLETE THE FOLLOWING:

Check No.: _____ Date: ___ / ___ / _____ Amount: \$ _____

PAYMENT BY CREDIT CARD, PLEASE COMPLETE THE FOLLOWING:

Select Credit Card VISA MASTER AMEX

Card Member Name (please print): _____

Account No.: _____ - _____ - _____ - _____

Expiration Date: ___ / ___ Security Code: _____

Signature: _____

Your information will be kept on file. All charges will be made to the given credit card – multiple charges may occur on your statement. NOTE: Credit Card information must be completed when ordering EQUIPMENT, LABOR and for FREIGHT HANDLING.

Company Name: _____ Booth No. _____

Street: _____ City/State: _____ ZIP: _____

Ordered by: _____ Email: _____

Phone: _____ - _____ - _____ Ext: _____ Fax: _____ - _____ - _____ Date: ___ / ___ / _____



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Order Deadline Date

February 5, 2010

Standard Rate Applies
After Deadline

ORDER IN ADVANCE ... SAVE TIME & LATE CHARGES ... ALL MATERIALS ON RENTAL

• FURNITURE AND ACCESSORIES •

		Discount		Standard
Executive Swivel Arm Chair *	* Limited Quantities	_____	\$ 79.00	_____ \$ 106.75
Modular Arm Chair		_____	\$ 56.75	_____ \$ 76.50
Side Chair		_____	\$ 36.25	_____ \$ 48.00
Stool with Back		_____	\$ 63.00	_____ \$ 85.00
Waste Basket		_____	\$ 15.50	_____ \$ 21.00
Sign Easel		_____	\$ 32.00	_____ \$ 43.00
Coat Tree		_____	\$ 33.75	_____ \$ 45.00
Modern Table (Walnut; no skirting) 24" Round, 18" High *		_____	\$ 47.75	_____ \$ 65.00
Conference Table (Walnut; no skirting) 30" Round, 30" High *		_____	\$ 83.00	_____ \$ 112.25

• DISPLAY TABLES •

		Undraped Tables *		Draped Tables **	
2' x 4' x 30" High Table	_____	\$ 40.00	_____	\$ 54.00	_____ \$ 104.50
2' x 6' x 30" High Table	_____	\$ 51.00	_____	\$ 68.75	_____ \$ 122.50
2' x 8' x 30" High Table	_____	\$ 63.00	_____	\$ 85.00	_____ \$ 138.75

* For undraped 42" high, add \$ 15.75 per table, Check here ** For draped 42" high, add \$ 45.00 per table, Check here

Price for Draped Table includes: Top (white vinyl plastic), Drape in Front and 2 Sides. For 4th side add \$ 15.00 per table, Check here

Circle Color Choice for Drape: Black – Blue – Burgundy – Gold – Grey – Hunter Green – Red – Teal

• WOODEN RISERS •

		Riser & Cover (white)		
4' Long, 10" Wide, 11" High	_____	\$ 50.60	_____	\$ 68.25
6' Long, 10" Wide, 11" High	_____	\$ 76.50	_____	\$ 103.50

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• DISPLAY PANELS •

4' x 8' Pegboard Panel, White *	_____	\$144.00	_____	\$190.25
4' x 8' Foamcore Panel, White *	_____	\$164.00	_____	\$221.25

[] Vertical [] Horizontal

* Colors – Additional \$ 50.00 per panel. Please specify color _____

Special Requirements (List Specs.) _____

• FLOOR COVERING (Standard Sizes) •

Circle Color Choice for Carpet: Blue – Burgundy – Gold – Grey – Hunter Green – Red – Teal

9' x 10' Carpet	_____	\$ 137.50	_____	\$ 185.85
9' x 20' Carpet	_____	\$ 275.00	_____	\$ 372.25
9' x _____ Carpet (Ten Foot Segments) Price Per Linea Foot	_____	\$ 13.75/ft	_____	\$ 19.00/ft
_____ x _____ Carpet to cover entire display area. Price Per Square Foot	_____	\$ 3.75/sqft	_____	\$ 5.00/sqft

• CARPET ACCESSORIES •

Foam Padding (MIN 100 sq. ft.) Price Per Square Foot	_____	\$ 1.25/sqft	_____	\$ 1.75/sqft
Visqueen (MIN 100 sq. ft.) Price Per Square Foot	_____	\$ 1.75/sqft	_____	\$ 2.25/sqft

Charges for rentals listed include delivery to booth, installation only as specified and removal at close of show. Cancellation of equipment delivered will be subject to a 50 % cancellation charge for labor involved.

Company Name: _____ Booth No. _____

Street: _____ City/State: _____ ZIP: _____

Ordered by: _____ Email: _____

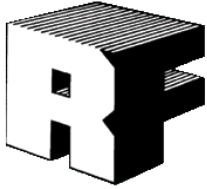
Phone: _____ - _____ - _____ Ext: _____ Fax: _____ - _____ - _____ Date: ____ / ____ / ____

URGENT IMPORTANT NOTICE

**No Shipment of Any Kind
Will Be Accepted
By
Hershey Lodge and
Convention Center
Before
Official MOVE-IN**

Refer to Shipping Information Form

Your Cooperation is Appreciated – Reber-Friel Company



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550 South Henderson Road
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Telephone # (610) 265-7310 Fax # (610) 265-7390

Advance Rate Deadline Date
February 12, 2010

Freight and Payment must be received by this date or **SURCHARGE** applies.

FREIGHT HANDLING FORM

ADVANCED INBOUND SHIPMENTS (WAREHOUSE)

Please send all shipments PREPAID. Reber-Friel Company will receive and store merchandise up to 30 days prior to show. Freight will be placed in booth at Show Site. Empties will be removed and stored until the close of the show, at which time they will be returned to booth. Outbound freight will be loaded out onto designated show carrier at show site. **Shipments received after February 17, 2010 are subject to additional special freight charges for truck to drive to show site and back.**

DOCKSIDE INBOUND SHIPMENTS

Reber-Friel Company will be available at the facility only during move-in hours to receive, unload and place merchandise in booth.

FREIGHT HANDLING CHARGE PER HUNDRED WEIGHT (cwt.)

*** RATES ARE BASED ON THE TOTAL WEIGHT OF EACH SHIPMENT WITH A MINIMUM CHARGE OF 200 LBS. PER SHIPMENT.**

ADVANCE/cwt.	SURCHARGE/cwt.	SHOW SITE/cwt.
\$ 78.00	\$ 23.00	\$ 78.00

There will be an additional charge of 25% on all shipments requiring special handling. This classification shall be applied to, but not limited to, uncrated materials, loose display parts, materials not accompanied by the proper paperwork, and/or the description is such that the type of material cannot be determined.

ADVANCE SHIPMENTS SHOULD BE LABELED AS FOLLOWED:

Company Name
Show Name, Booth No.
c/o Reber-Friel Company
550 South Henderson Road
King of Prussia, PA 19406

• TERMS •

ALL CHARGES MUST BE PAID IN ADVANCE BY CHECK OR CREDIT CARD. All prices are applicable to 6 % PA Sales Tax. If credit card is declined or invalid a \$ 35.00 service charge will be added. **NOTE: Reber-Friel Company shall not be responsible for damage to uncrated materials, materials improperly packed or concealed damage; for loss, theft or disappearance of exhibitor materials after delivering to booth, before picking-up after the show closed or due to fire, Acts of God, strikes, lockouts or to causes beyond its control.**

Select method of payment VISA MASTER AMEX

Card Member Name (please print): _____

Account No.: _____ - _____ - _____ - _____

Expiration Date: ____ / ____ Security Code: _____

Signature: _____

• IMPORTANT NOTICE •

The Facility will not accept advance shipments. Advance shipments must be directed to Reber-Friel Company, whether it is shipped by UPS, FedEx, or other Common Carrier. The Facility and Reber-Friel Company accepts NO responsibility for and delay/loss/damage in delivering display material if addressed improperly. Note the proper shipping instructions. Shipments should be insured by the exhibitor from the time the shipments leaves the company until it returns from the show. It is suggested that exhibitors arrange All-Risk Insurance coverage.

Company Name: _____ Booth No. _____

Street: _____ City/State: _____ ZIP: _____

Ordered by: _____ Email: _____

Phone: _____ - _____ - _____ Ext: _____ Fax: _____ - _____ - _____ Date: ____ / ____ / ____

LIMITATIONS OF REBER-FRIEL'S LIABILITY AND RESPONSIBILITY

- a. Reber-Friel shall not be responsible for damage to uncrated materials; materials improperly packed or concealed damage.
- b. Reber-Friel shall not be responsible for loss, theft, or disappearance of exhibitor's material after same have been delivered to exhibitor's booth
- c. Reber-Friel shall not be responsible for loss, theft, disappearance of materials before they are picked up from exhibitor's booth for re-loading after the Show. Bills of lading covering outgoing shipments, which are furnished to Reber-Friel by exhibitors, will be checked at time of actual pick-up from booth and corrections made where discrepancies occur.
- d. Reber-Friel shall not be responsible for any loss, damage, or delay due to fire, Acts of God, strikes, lockouts or work stoppages of any kind, or to causes beyond its control.
- e. Reber-Friel's liability shall be limited to the physical loss or damage to the specific article which is lost or damaged, and in any event Reber-Friel's maximum liability shall be limited to \$ 0.30 per pound per article with a maximum liability of \$ 50.00 per item and \$ 1,000.00 per shipment
- f. Reber-Friel 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 exhibitors' materials which may make it impossible or impractical to exhibit same.
- g. The consignment or delivery of a shipment to Reber-Friel by an exhibitor, or by any shipper to or 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 Bulletin.

ORDER FOR DRAYAGE SERVICES

We hereby authorize Reber-Friel Company to handle our shipment(s) in accordance with the information set forth in the "Shipping Information" section of this form, and we further agree to the following:

- a. We accept the responsibility for the payment of Reber-Friel's charges in connection with the handling of our shipments as set forth and we guarantee payment to Reber-Friel in the event that any third party who acts in our behalf shall fail to pay such charges within 60 days after the close of the Show.
- b. We agree to the "Limitations of Reber-Friel's Liability and Responsibility"
- c. We agree that Reber-Friel's liability shall be limited to any loss or damage which results solely from Reber-Friel's negligence in the actual physical handling of the items comprising our shipment(s), and not for any other type of loss or damage.
- d. With particular reference to Liability & Responsibility, we agree, in connection with the receipt, handling, storage, and re-loading of our materials at the convention site (as distinct from Reber-Friel's warehouse), that Reber-Friel will provide its service as our agent, and not as bailee or shipper. If any employee of Reber-Friel shall sign a delivery receipt, bill of lading, or other documents, we agree that Reber-Friel will do so as our agent, and we accept the responsibility therefore.
 - (1) Relative to outgoing shipments after the Show, we recognize that there will be a lapse of time between the completion of packing and the actual pickup of our materials from our booth for loading into a carrier, and that during such time our shipment will be left unattended in our booth. We agree that Reber-Friel shall not be responsible for any loss or damage during such period, and we authorize Reber-Friel to adjust the quantities of items on any bill of lading left by us with Reber-Friel to conform to the actual count of such items in the booth at the time of pickup.
- e. We agree, in the event of a dispute with Reber-Friel relative to any loss or damage to any of our materials or equipment, that we will not withhold payment of any amount due to Reber-Friel for drayage or any other services provided by Reber-Friel as an offset against the amount of the alleged loss or damage. Instead, we agree to pay Reber-Friel within 30 days from the close of the Show for all such charges, and we further agree that any claim we may have against Reber-Friel shall be pursued independently by us as a completely separate transaction to be resolved on its own merits.



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Order Deadline Date
February 5, 2010
20 % Surcharge Applies After Deadline

SET-UP & DISMANTLE LABOR ORDER FORM

In the interest of prompt and efficient processing of exhibitors labor requirements for set-up and dismantling of exhibits, it is urged that advance notice is provided on this form. Orders received at the show will be processed after advance orders in all cases. Orders placed AFTER the Deadline Date are subject to a twenty percent (20 %) additional surcharge.

Carpenters are assigned to orders at 8:00 a.m. daily and completion time of first assignments is uncertain. Therefore, starting times after 8:00 a.m. cannot be guaranteed, although we will make every attempt to provide labor at requested times.

Cancellation of requested labor needs to be in writing, at least 24 hour in advance! Failure to cancel labor or to call for labor at requested time will result in a one-hour charge per requested carpenter.

Service # 1

To save time and personal supervision, we suggest Service #1, using our qualified personnel, trained to set-up the display prior to the arrival.

- Reber-Friel Company is authorized to set-up the display prior to our arrival. For your information, we are forwarding blueprints, photographs or instructions. Where possible, all work should be done on straight time. In the event of shortage in shipment, or damage, please contact our representatives immediately for instructions. A supervision charge of 30 % will be added to the bill for carpenters at the rates shown below.
- We will use the same services to dismantle and pack our exhibit. Before the end of the Show, shipping instructions, address, and bill of lading will be left at the service desk and/or with a Reber-Friel representative.

Service # 2

- We would like _____ carpenters available on ___ / ___ / _____ at ___ : ___ (a.m.) (p.m.) for approximately _____ hours to set-up the display under the supervision of our representative.
- We would like _____ carpenters available on ___ / ___ / _____ at ___ : ___ (a.m.) (p.m.) for approximately _____ hours to dismantle the display under the supervision of our representative.

EXHIBITORS MUST COME TO SERVICE DESK TO SIGN IN AND OUT FOR MEN REQUIRED.

CARPENTER RATES

Straight Time	\$ 104.00 per hour
Over Time.....	\$ 157.50 per hour *
Double Time.....	\$ 206.75 per hour **

* After 3:30 p.m. daily & All day Saturday
 ** All day Sunday & Holidays

Note: Starting time for all labor is 8:00 a.m. – ONE hour minimum per man.

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Company Name: _____ Booth No. _____
 Street: _____ City/State: _____ ZIP: _____
 Ordered by: _____ Email: _____
 Phone: _____ - _____ - _____ Ext: _____ Fax: _____ - _____ - _____ Date: ___ / ___ / _____



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Order Deadline Date
February 5, 2010
Standard Rate Applies After Deadline

CUSTOM CLEANING ORDER FORM

All advance orders will be billed to the exhibitor. No Credits will be given if the Service Desk or the Reber-Friel representative is not notified no later than opening day that the service was not performed.

The Building Management provides general cleaning of the exhibit hall. If booth cleaning is required, Reber-Friel must be contracted for it by using this form, or arrange for it at the Service Desk upon arrival.

RATES FOR CUSTOM CLEANING:

Advanced Rate: 35 ¢ per sq. ft. per day

Standard Rate: 39 ¢ per sq. ft. per day

WE WILL REQUIRE THE FOLLOWING CLEANING:

- [] Pre-Show Only
(100 sq. ft. min)
- [] Daily Service
(100 sq. ft. min)
- [] Service Only _____ / _____ / _____ ; _____ / _____ / _____
(100 sq. ft. min) _____ / _____ / _____ ; _____ / _____ / _____
_____ / _____ / _____ ; _____ / _____ / _____

ALL RATES BASED ON GROSS BOOTH AREA
(100 sq. ft. minimum)

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Company Name: _____ Booth No. _____
 Street: _____ City/State: _____ ZIP: _____
 Ordered by: _____ Email: _____
 Phone: _____ - _____ - _____ Ext: _____ Fax: _____ - _____ - _____ Date: ____ / ____ / ____

Showcase your Message

... with a Bannerstand and **Get More Leads.**

A well designed bannerstand ...

answers the "so what" question.

Ever have a booth visitor ask "What do you do anyway?" OUCH! Your exhibit message should cut right to the main benefits of your product or service.

adds visual "curb appeal" to your exhibit space.

Stopping attendees at your exhibit space is what it's all about. A full color bannerstand is the most effective visual marketing tool for delivering visual punch at low cost.

continues to work for you after the show.

Your new bannerstand packs in only 15 seconds making it a portable marketing powerhouse, Ready to travel with you everywhere you need to visually showcase your product/service

Bannerstand prices start at **\$268.00** - Pricing based on output ready files provided by client.
- Design services, if needed, are available from Purpose1.



Rent an Exhibit

... and Purpose1 will deliver it to your booth, set it up and take it down **FREE!**



- All Rentals include lights and cases. Floor rentals include a pedestal.
- Exhibits are in black fabric. (Other Fabric colors may be available)
- Other Rental sizes are available, (Rental Inventory is First Come/First Serve.... call early)
- All rental fees based on 7 calendar days

Visit our Showroom or Call...

800.318.9070

Purpose1, Inc.
2225 Sycamore Street
Harrisburg, PA 17111

717.232.9077
717.232.6040 fax

www.purpose1.com
info@purpose1.com

purpose
visual marketing group