

General Exposition Services

THE TRADE SHOW SERVICE CONTRACTORS

205 Windsor Road • Limerick Business Center
Pottstown, PA 19464
Phone: 610-495-8866 • Fax: 610-495-8870
Email: info@generalexposition.com

Important Shipping Information

Bead Fest Wire 2010
Valley Forge Convention Center
April 9-11, 2010

IMPORTANT INFORMATION

NO Shipments will be accepted in advance of scheduled move-in times at the Valley Forge Convention Center .

Shipments being delivered directly to the Valley Forge Convention Center for your booth must be scheduled to arrive beginning Thursday, April 8, 2010 .

All shipments must be prepaid and addressed in the following manner:

Bead Fest Wire 2010
c/o General Exposition Services
Exhibiting Company Name
Booth # _____
Valley Forge Convention Center
c/o General Exposition Services
1160 First Avenue
King of Prussia, PA 19406

NOTE: Freight delivered to Show Site prior to Thursday, April 8, 2010 will not be accepted and returned to sender.

YOUR COOPERATION IS APPRECIATED!

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Pottstown, PA 19464
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Email: info@generalexposition.com

Freight Handling / Labeling Information

Bead Fest Wire 2010
Valley Forge Convention Center
April 9-11, 2010

General Exposition Services, Inc. is prepared to receive your shipment either in advance at our warehouse or, if applicable, directly at the exhibit site. You may ship via the carrier of your choice. Rates are based on the incoming weight of shipments.

For rates and arrival deadlines, see the Freight Handling Order Form.

ADVANCE SHIPMENTS TO GENERAL EXPOSITION SERVICES, WAREHOUSE - CRATES, CARTONS & FIBER CASES

RATES INCLUDE:

- Unloading crated materials. The warehouse cannot receive uncrated shipments.
- Storing at the warehouse for up to 30 days.
- Reloading onto trucks and delivery to the exhibit site.
- Unloading materials and delivery to your booth.
- Picking up, storing and returning empty shipping containers.
- Reloading equipment for return to your specified destination.

Complete the bill of lading and consign as follows

All crates, cartons, and fiber cases must be labeled as follows:

Name of Exhibiting Company
Your Booth Number
Bead Fest Wire 2010
General Exposition Services
205 Windsor Road
Limerick Business Center
Pottstown, PA 19464

ADVANCE DISCOUNT DEADLINE DATE: Friday, March 26, 2010

DIRECT SHIPMENTS TO EXHIBIT SITE

RATES INCLUDE:

- Unloading materials and delivery to your booth.
- Picking up, storing and returning empty shipping containers.
- Reloading equipment for return to your specified destination.

Complete the bill of lading and consign as follows

All crates, cartons, and fiber cases must be labeled as follows:

Name of Exhibiting Company
Your Booth Number
Bead Fest Wire 2010
Valley Forge Convention Center
c/o General Exposition Services
1160 First Avenue
King of Prussia, PA 19406

DIRECT ARRIVAL DATE: Thursday, April 8, 2010

General Exposition Services

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Phone: 610-495-8866 . Fax: 610-495-8870
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Freight Handling Special Services

Advanced Discount Deadline Date: Friday, March 26, 2010

Bead Fest Wire 2010
Valley Forge Convention Center
April 9-11, 2010

The following freight handling special services are available through General Exposition Services.

EMPTY STORAGE

Those exhibitors who elect to **hand carry in one trip** items into the exhibit hall without the assistance of General Exposition Services may acquire on-site storage for empty containers based on the following rates: \$10.00 per carton \$20.00 per fiber case This service includes removing empties from your booth, storing them during the show and returning them to your booth after show closing.

MOBILE UNIT SPOTTING

Exhibitors who wish to bring a motorized vehicle into the exhibit hall will be required to hire General Exposition Service's supervision services at the rate of \$150.00 round-trip per mobile unit. A General Exposition Service's representative will escort each vehicle into and out of the exhibit facility in order to provide safe access and to minimize liabilities.

DRAYAGE BACK TO WAREHOUSE

Materials left in the exhibit hall with no disposition or materials returned to the General Exposition Services warehouse at the exhibitor's request will be charged at a rate of \$50.00 per 100 pounds (CWT). A 200-pound minimum will apply to all such shipments. Exhibitors whose materials are returned to the General Exposition Services warehouse are responsible for making outbound shipping arrangements from the General Expositions Services warehouse to the final destination.

SHRINK-WRAP SERVICE

Shrink-wrapping is available at a cost of \$45.00 per skid.

BANDING SERVICE

Banding is available at a cost of \$2.50 per ft.

For more information on freight handling services provided by General Exposition Services, please contact our Customer Service Department at 610-495-8866.

Cartons

of pieces _____ Estimated \$ Total _____

Fiber Case

of pieces _____ Estimated \$ Total _____

Mobile Unit Spotting

of pieces _____ Estimated \$ Total _____

Drayage

of pieces _____ Estimated \$ Total _____

Shrink-wrap

of pieces _____ Estimated \$ Total _____

Banding

of pieces _____ Estimated \$ Total _____

Please transfer totals to the Payment Authorization form.

Exhibiting Company: _____

Booth Number: _____

General Exposition Services

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Pottstown, PA 19464
Phone: 610-495-8866 . Fax: 610-495-8870
Email: info@generalexposition.com

Freight Handling Order Form

(Please see Freight Labeling for Address)

ARRIVAL DATE FOR DIRECT SHIPMENTS: Thursday, April 8, 2010
WAREHOUSE DISCOUNT DEADLINE DATE: Friday, March 26, 2010

Bead Fest Wire 2010
Valley Forge Convention Center
April 9-11, 2010

Recommended Carrier: YRC (1-800-610-6500)

Warehouse receiving hours: Monday-Friday 8:30 AM to 11:45 AM and 12:30 PM to 4:30 PM

Material Handling Rates - ROUND TRIP RATES, PER SHIPMENT. USE INCOMING WEIGHT ONLY AND ROUND UP TO THE NEXT 100 LBS.

**** Rates are subject to surcharges (See Below)****

Certified weight tickets are required for inbound shipments, if not provided, General Exposition Services estimated weights will be used.

RATE CLASSIFICATIONS STANDARD RATES	Rate per 100 lbs	Rate per 200 lb min	ESTIMATED WEIGHT
ADVANCE Shipments to Warehouse boxed or crated	\$75.00	\$150.00	
DIRECT Shipments to Exhibit Site boxed or crated	\$72.00	\$144.00	
DIRECT Shipments to Exhibit Site uncrated	N/A	N/A	

Total Estimated Weight: _____

Estimated Cost for Freight Handling: _____

Please transfer this total to the Payment Authorization Form.

FREIGHT WILL NOT BE ACCEPTED AT THE WAREHOUSE AFTER: Wednesday, April 7, 2010

OVERTIME SURCHARGES

A 25% (\$25.00 minimum) late charge will apply if...

- Freight is received after advance discount deadline date to warehouse

A 25% overtime surcharge for every occurrence will apply if...

- Show move-in or move-out hours, dates or times occur on overtime.
- Inbound freight arrives after 4:30 PM on weekdays (Overtime - Monday-Friday before 8:30 AM and after 4:30 PM - All day Saturday, Sunday and Holidays)
- Inbound shipments are unloaded on overtime
- Outbound shipments are loaded on overtime
- Warehouse freight must be moved to exhibit site on overtime due to scheduling conflict beyond the control of General Exposition Services.
- Freight must be moved out of the exhibit site on overtime due to scheduling conflict beyond the control of General Exposition Services.

TERMS

Prices only apply to orders with payment in full received at the above address prior to the order advance deadline date on the enclosed forms. All charges for service and/or equipment must be paid in advance by credit card - American Express, VISA or Mastercard. All shipments must be prepaid, collect shipments will be refused.

Exhibiting Company: _____

Booth Number: _____

RUSH!
Exhibition Freight

From: _____

To: _____
(Exhibiting Company) (Booth)

Bead Fest Wire 2010
Valley Forge Convention Center
c/o General Exposition Services
1160 First Avenue
King of Prussia, PA 19406

Direct arrival date: Thursday, April 8, 2010
Carrier: _____
Number of Pieces: _____

RUSH!
Exhibition Freight

From: _____

To: _____
(Exhibiting Company) (Booth)

Bead Fest Wire 2010
Valley Forge Convention Center
c/o General Exposition Services
1160 First Avenue
King of Prussia, PA 19406

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Carrier: _____
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RUSH!
Exhibition Freight

From: _____

To: _____
(Exhibiting Company) (Booth)

Bead Fest Wire 2010
Valley Forge Convention Center
c/o General Exposition Services
1160 First Avenue
King of Prussia, PA 19406

Direct arrival date: Thursday, April 8, 2010
Carrier: _____
Number of Pieces: _____

DIRECT TO
SHOW SITE

RUSH!
Exhibition Freight

From: _____

To: _____
(Exhibiting Company) (Booth)

Bead Fest Wire 2010
General Exposition Services
205 Windsor Road
Limerick Business Center
Pottstown, PA 19464

Warehouse Discount Arrival Date:

Friday, March 26, 2010

Carrier: _____

Number of Pieces: _____

RUSH!
Exhibition Freight

From: _____

To: _____
(Exhibiting Company) (Booth)

Bead Fest Wire 2010
General Exposition Services
205 Windsor Road
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Pottstown, PA 19464

Warehouse Discount Arrival Date:

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Carrier: _____

Number of Pieces: _____

RUSH!
Exhibition Freight

From: _____

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General Exposition Services
205 Windsor Road
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Pottstown, PA 19464

Warehouse Discount Arrival Date:

Friday, March 26, 2010

Carrier: _____

Number of Pieces: _____

ADVANCE
WAREHOUSE

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Shipping 101

Bead Fest Wire 2010
Valley Forge Convention Center
April 9-11, 2010

Exhibiting at a tradeshow can be costly. When a company purchases a booth space, it is just the beginning of the expenses that typically include shipping freight, furniture rental, and material handling. The seasoned exhibitor can tell you that material handling, often referred to as "drayage," is sometimes the most costly item on the list. In many cases, the exhibitor is paying for surcharges he does not understand. By understanding what drayage is and how service contractors establish their rates, you will be able to save money by avoiding unnecessary charges. Outlined below are some of the most commonly asked questions about drayage.

WHAT IS DRAYAGE?

Simply stated, drayage is the moving of materials from point A to point B. Whether your materials are sent in advance to the service contractor's warehouse or directly to show site, they still need to get to your booth after the carrier drops them off. Paying for drayage entitles you to have your freight taken to your booth from the loading dock, empty containers stored during the show, empty containers returned to your booth at the close of the show, and your freight carried back to the loading dock and loaded onto the carrier at the conclusion of the show. Then you arrange for a carrier to pick up your exhibit materials for transport to the next destination. There is usually a 200 pound minimum per shipment charge for drayage.

CAN MATERIALS BE HAND CARRIED TO MY BOOTH?

In most major cities, union labor has exclusive rights to the loading dock. The total weight and size of the display plus the union regulations regarding drayage for that city will determine if items can be hand carried to avoid paying for drayage. However, if you think you can hand carry your display onto the show floor, it has to be brought in through the front entrance. To avoid any surprises or confusion, please check the union regulations in the Exhibitor Service Manual. If you hand carry your items, the empty containers may be stored during the show for a fee.

HOW ARE DRAYAGE RATES DETERMINED?

Since union labor is used to move freight, General Exposition Services must set the rate based on the labor rate in that city. Drayage rates also reflect the cost of empty storage space and the overall cost to produce the tradeshow. Drayage rates will vary depending on move-in and move-out times.

HOW CAN I SAVE MY COMPANY MONEY?

Read your Exhibitor Service Manual and pay close attention to the shipping instructions. Be aware of any surcharges that may be imposed for special handling or late shipments. Please pay close attention to deadline dates. If warehouse shipments arrive too early or miss the deadline date, there will be an additional surcharge of 25%. General Exposition Services usually allows shipments to arrive at the advance warehouse up to 30 days from the first move-in date.

SHOULD I SHIP TO THE ADVANCE WAREHOUSE OR SHOW SITE?

When possible, ship in advance to the warehouse. Even though the drayage charges are typically higher, there are benefits. You can confirm receipt of your shipment with General Exposition Services before the show, adding to your peace of mind. In addition, freight sent to the warehouse is unloaded prior to exhibitor move-in. Therefore, your freight will be in your booth upon your arrival. You can begin setting your exhibits as soon as you arrive, which can save you time and labor during set-up. It is worth the added expense in order to reduce problems at show site.

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Shipping Information

Bead Fest Wire 2010
Valley Forge Convention Center
April 9-11, 2010

Shipping Information -Read the "General Exposition's Limits of Liability and Responsibility" for expanded information .

We recommend you use a carrier specializing in trade shows. Exhibit material is time-sensitive, and experience counts.

- **Outgoing Shipments** - Shipping Information, bills of lading or labels will be available at the General Exposition Service Desk. Exhibitors selecting non-official carriers will need to make their own arrangements for pick-up. If you wish to use your own carrier, you must fill out our Bill of Lading with your carrier name. You must call them to schedule your pick up and they must check in at the General Exposition Service Desk 2 hours prior to floor closing time. If your carrier does not show to pick up your freight within the allotted time, your freight will be forced out through our "house" carriers. YRC and UPS are our "house" carriers. You must fill out the appropriate Bill of Lading for the carrier you wish to use. When your booth is completely packed and ready for shipment, bring the completed Bill of Lading back to the General Exposition Service Desk.
- **Shipping Charge-Please prepay all shipping charges. General Exposition Services cannot accept or be responsible for collect shipments.**
- **Bills of Lading** -All shipments must have a bill of lading or delivery slip showing the number of pieces, weight, and type of merchandise. Upon shipping, immediately send copies of bills of lading to General Exposition Services and your on-site representative.

Handling charges are based on the weight of the material. Certified weight receipts are required for all shipments. General Exposition will estimate weight for private vehicles without certified weight receipts. Charges will be based on this estimation and no adjustments can be made.

Separate mixed van shipments between crated and uncrated and clearly identify the weights of each on the bill of lading. Otherwise General Exposition Services will invoice the entire load at the Uncrated rate and will be unable to adjust charges later.

- **Consignment**-All shipments must be consigned c/o General Exposition Services to enable us to accept them for handling. Convention centers and hotels will not accept direct shipments consigned to them, as they have no facilities for receiving or storing freight.
- **Certified Weight Receipts** -The weights of your vehicle empty and loaded must be documented with certified weight receipts for billing purposes. General Exposition Services will unload all shipments after your driver submits certified weight receipts at the receiving site.
- **Labor and Equipment** -Labor and equipment for unloading and loading are included with General Exposition Services Material handling rates for services. Labor and equipment will be available for uncrating, unskidding, assembling, positioning, leveling, dismantling, re-crating and reskidding machinery and/or equipment of exhibitors. Place your orders for this labor in the labor order form section of this Exhibitor Service Kit.
- **Empty Labels** -Shipping cartons will be picked up, stored and returned after the show if they are affixed with empty labels by the exhibitor. These labels are available at the service desk and are for empty storage only.
- **Return to Warehouse (optional)** -After the show, General Exposition can provide delivery to the warehouse, storage of materials and loading on outbound carriers. Call us at the above phone number or stop in during the show at the General Exposition Services Desk for price quotes.

STRAIGHT BILL OF LADING – SHORT FORM – ORIGINAL – NOT NEGOTIABLE

INSTRUCTIONS: COMPLETE AND RETURN BILL OF LADING TO SERVICE
DESK WHEN MATERIALS ARE PACKED AND READY FOR SHIPMENT.

A.M.
P.M.

Please bring (3) completed copies of the Bill of Lading with you to Show Site.

Date/Time Received _____

RECEIVED, subject to the classifications and tariffs in effect on the date of the issue of this Bill of Lading,

Shipper's No. _____

FROM:
 Exhibiting Company Name _____ Booth No. _____
 Shipping location (Exhibit Facility) _____ City _____ State _____
 Name of Event/Show _____ Date Prepared _____

the property described below, in apparent good order, except as noted (contents and condition of contents of packages unknown) marked, consigned, and destined as indicated below, which said carrier (the word carrier being understood throughout this contract as meaning any person or corporation in possession of the property under the contract) agrees to carry to its usual place of delivery at said destination, if on its own route, otherwise to deliver to another carrier on the route to said destination. It is mutually agreed, as to each carrier of all or any of said property over all or any portion of said route to destination, and as to each party at any time interested in all or any of said property, that every service to be performed hereunder shall be subject to all the terms and conditions of the Uniform Domestic Straight Bill of Lading set forth (1) in Uniform Freight Classification in effect on the date hereof, if this is a rail or a rail-water shipment, or (2) in the applicable motor carrier classification or tariff if this is a motor carrier shipment.

Shipper hereby certifies that he is familiar with all the terms of said bill of lading, including those on the back thereof, set forth in the classification or tariff which governs the transportation of this shipment, and the said terms and conditions are hereby agreed to by the shipper and accepted for himself and his assigns.

TO:
 Consigned to (Ship to) _____
 Attention _____
 Destination (Street Address) _____
 City _____ State _____ Zip _____
METHOD: Truck Air Freight Van Line Other _____
CARRIER: (if known) _____

BY ACCEPTING THIS BILL OF LADING, GENERAL EXPOSITION SERVICES ASSUMES NO RESPONSIBILITY FOR SHIPMENT LEFT IN BOOTH BY EXHIBITOR. ALL MATERIALS ARE SUBJECT TO FINAL COUNT AND CORRECTION AT TIME OF ACTUAL REMOVAL FROM BOOTH. GENERAL EXPOSITION SERVICES RESERVES THE RIGHT TO RE-ROUTE ANY OUTGOING SHIPMENT VIA AN ALTERNATE CARRIER IN THE EVENT THE DESIGNATED CARRIER FAILS TO PICK UP THE SHIPMENT. GENERAL EXPOSITION SERVICES ASSUMES NO RESPONSIBILITY FOR MISDIRECTED SHIPMENTS AS A RESULT OF OLD SHIPPING LABELS WHICH REMAIN ON CONTAINERS. It is the shipper's responsibility to state the National Motor Freight Classification Commodity Description; otherwise shipment shall be described as Exhibition Materials.

No. Pieces	Kind of Package, Description of Articles, Special Marks, and Exceptions	Weight (Sub. to Cor.)	Class or Rate	Check Column					
	Crates (Wooden) Exhibition Material N O I K D F				Subject to Section 7 of Conditions of applicable bill of lading, if this shipment is to be delivered to the consignee without recourse on the consignor, the consignor shall sign the following statement: The carrier shall not make delivery of this shipment without payment of freight and all other lawful charges. (Signature of Consignor)				
	Cartons (Cardboard)								
	Fiber Cases/Trunks								
	Skids/Pallets								
	Carpets (Color _____)								
					FREIGHT CHARGES				
					<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 50%;">PREPAID</th> <th style="width: 50%;">COLLECT</th> </tr> <tr> <td style="height: 20px;"></td> <td style="height: 20px;"></td> </tr> </table>	PREPAID	COLLECT		
PREPAID	COLLECT								
					CHECKER SIGNATURE _____				
					TRAILER NO. _____				
					DATE LOADED _____				
					TIME LOADED _____				

*If the shipment moves between two ports by a carrier by water, the law requires that the bill of lading shall state whether it is carrier's or shipper's weight.

NOTE—Where the rate is dependent on value, shippers are required to state specifically in writing any agreed or declared value of the property. The agreed or declared value of the property is hereby specifically stated by the shipper to be not exceeding

per

FREIGHT CHARGES GUARANTEED BY:
 Shipper hereby certifies that he is familiar with all the terms and conditions of the said bill of lading, including those on the back thereof, set forth in the classification or tariff which governs the transportation of this shipment, and the said terms and conditions are hereby agreed to by the shipper and accepted for himself and his assigns.

Shipper/Exhibitor _____ Attention _____
 Permanent address of shipper: Street _____
 City _____ State _____ Zip _____
 Shipper (signature) _____
 Shipper (print name) _____
 Telephone No. () _____

Received in apparent good order, except as noted:
 Carrier Name _____
 Agent/Driver _____
 Date _____

This Bill of Lading is to be signed by the shipper and agent of the carrier.

STRAIGHT BILL OF LADING – SHORT FORM – ORIGINAL – NOT NEGOTIABLE

INSTRUCTIONS: COMPLETE AND RETURN BILL OF LADING TO SERVICE
DESK WHEN MATERIALS ARE PACKED AND READY FOR SHIPMENT.

A.M.
P.M.

Please bring (3) completed copies of the Bill of Lading with you to Show Site. Date/Time Received _____

RECEIVED, subject to the classifications and tariffs in effect on the date of the issue of this Bill of Lading,

Shipper's No. _____

FROM:
 Exhibiting Company Name _____ Booth No. _____
 Shipping location (Exhibit Facility) _____ City _____ State _____
 Name of Event/Show _____ Date Prepared _____

the property described below, in apparent good order, except as noted (contents and condition of contents of packages unknown) marked, consigned, and destined as indicated below, which said carrier (the word carrier being understood throughout this contract as meaning any person or corporation in possession of the property under the contract) agrees to carry to its usual place of delivery at said destination, if on its own route, otherwise to deliver to another carrier on the route to said destination. It is mutually agreed, as to each carrier of all or any of said property over all or any portion of said route to destination, and as to each party at any time interested in all or any of said property, that every service to be performed hereunder shall be subject to all the terms and conditions of the Uniform Domestic Straight Bill of Lading set forth (1) in Uniform Freight Classification in effect on the date hereof, if this is a rail or a rail-water shipment, or (2) in the applicable motor carrier classification or tariff if this is a motor carrier shipment.

Shipper hereby certifies that he is familiar with all the terms of said bill of lading, including those on the back thereof, set forth in the classification or tariff which governs the transportation of this shipment, and the said terms and conditions are hereby agreed to by the shipper and accepted for himself and his assigns.

TO:
 Consigned to (Ship to) _____
 Attention _____
 Destination (Street Address) _____
 City _____ State _____ Zip _____
METHOD: Truck Air Freight Van Line Other _____
CARRIER: (if known) _____

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No. Pieces	Kind of Package, Description of Articles, Special Marks, and Exceptions	Weight (Sub. to Cor.)	Class or Rate	Check Column					
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	Cartons (Cardboard)								
	Fiber Cases/Trunks								
	Skids/Pallets								
	Carpets (Color _____)								
					FREIGHT CHARGES				
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per

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 Shipper hereby certifies that he is familiar with all the terms and conditions of the said bill of lading, including those on the back thereof, set forth in the classification or tariff which governs the transportation of this shipment, and the said terms and conditions are hereby agreed to by the shipper and accepted for himself and his assigns.

Shipper/Exhibitor _____ Attention _____
 Permanent address of shipper: Street _____
 City _____ State _____ Zip _____
 Shipper (signature) _____
 Shipper (print name) _____
 Telephone No. () _____

Received in apparent good order, except as noted:
 Carrier Name _____
 Agent/Driver _____
 Date _____

This Bill of Lading is to be signed by the shipper and agent of the carrier.

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FROM:
 Exhibiting Company Name _____ Booth No. _____
 Shipping location (Exhibit Facility) _____ City _____ State _____
 Name of Event/Show _____ Date Prepared _____

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TO:
 Consigned to (Ship to) _____
 Attention _____
 Destination (Street Address) _____
 City _____ State _____ Zip _____

METHOD: Truck Air Freight Van Line Other _____

CARRIER: (if known) _____

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					DATE LOADED _____				
					TIME LOADED _____				

*If the shipment moves between two ports by a carrier by water, the law requires that the bill of lading shall state whether it is carrier's or shipper's weight.

NOTE—Where the rate is dependent on value, shippers are required to state specifically in writing any agreed or declared value of the property. The agreed or declared value of the property is hereby specifically stated by the shipper to be not exceeding

per

FREIGHT CHARGES GUARANTEED BY:
 Shipper hereby certifies that he is familiar with all the terms and conditions of the said bill of lading, including those on the back thereof, set forth in the classification or tariff which governs the transportation of this shipment, and the said terms and conditions are hereby agreed to by the shipper and accepted for himself and his assigns.

Shipper/Exhibitor _____ Attention _____
 Permanent address of shipper: Street _____
 City _____ State _____ Zip _____

Shipper (signature) _____
 Shipper (print name) _____
 Telephone No. () _____

Received in apparent good order, except as noted:
 Carrier Name _____
 Agent/Driver _____
 Date _____

This Bill of Lading is to be signed by the shipper and agent of the carrier.