



Exhibitor Services Manual



Modern Expo & Events is pleased to have been selected as the **Exclusive Exhibitor Services Contractor** for **Utah International Auto Expo 2024**. We have created this **Exhibitor Services Manual** to assist you in preparing for a successful show. In this Manual, you will find:



Important Show Dates & Information

Service Order Forms, including:

- Booth Packages
- Booth Furnishings
- Electrical Service
- Material Handling
- Labor



On-line Ordering Instructions



Payment Instructions



Terms & Conditions

We stand ready to assist you with any of your exhibiting needs. Please contact our professional Exhibitor Service Team with any questions you might have.



801-983-8160

Exhibitor Services



expo@modernexpo.com

All questions regarding the show's policies, space assignments, display limitations, and event schedule should be directed to the Association sponsoring the show.



Utah International Auto Expo 2025
January 17 - 20, 2025
Mountain America Expo Center
Discount Order Deadline: Friday, January 3, 2025



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SHOW INFORMATION

Show Schedule

Exhibitor Move In:

Monday, January 13, 2025	3:00 PM - 9:00 PM
Tuesday, January 14, 2025	8:00 AM - 7:00 PM
Wednesday, January 15, 2025	8:00 AM - 7:00 PM
Thursday, January 16, 2025	8:00 AM - 7:00 PM

Exhibit Hours:

Friday, January 17, 2025	11:00 AM - 9:00 PM
Saturday, January 18, 2025	10:00 AM - 9:00 PM
Sunday, January 19, 2025	10:00 AM - 8:00 PM
Monday, January 20, 2025	10:00 AM - 8:00 PM

Exhibitor Move Out:

Monday, January 20, 2025	8:00 PM - 11:30 PM
Tuesday, January 21, 2025	8:00 AM - 3:00 PM

All Exhibitor materials must be removed from the exhibit space by 3:00 PM. Outbound freight not removed from the hall by 1:00 PM will be forced out on MEE’s carrier of choice at exhibitor’s expense. Please note this show moves out on a holiday and all applicable overtime rates will apply.

Important Deadlines

Friday, January 3, 2025	Pre-Order Discount Deadline: all orders must be received along with full payment to qualify for discounted pricing.
Monday, December 16, 2024	First Day Advanced Warehouse Freight Delivery
Friday, January 3, 2025	All Advance Shipments must be received in warehouse. Late fee may apply to shipments arriving after this date.
Monday, January 13, 2025	Direct to Show shipments may begin to arrive at exhibit facility.

Shipping Addresses

Advance to Warehouse Address:

Exhibiting Company Name & Booth #
 Utah International Auto Expo 2025
 C/O Modern Expo & Events
 3370 W 500 S
 Salt Lake City, UT 84104

Receiving Hours: M - F 8:00 AM—4:00 PM

Direct to Show Site Address:

Exhibiting Company Name & Booth #
 Utah International Auto Expo 2025
 Mountain America Expo Center
 C/O Modern Expo & Events
 9575 S State Street
 Sandy, UT 84070

Receiving Hours: 8:00 AM—6:00 PM

NOTE: Exhibitor freight shipped directly to the convention center MUST be consigned to Modern Expo & Events or it may be refused. Any freight arriving directly to show site prior to above stated date may be refused or held for a fee charged directly to the exhibitor.



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Official Exposition Service Provider

Modern Expo & Events has been selected by Show Management as the Official Exposition Service Provider for **Utah International Auto Expo 2025**. Our team of experts will help you plan and execute a successful show. As the Official Exposition Service Provider, there are several services that we provide on an exclusive or preferred basis for exhibitors. Taking advantage of these services and Modern's experience and expertise, will help you save money, time and hassle and ensure a successful show.

Modern Expo & Event Show Services

- **Material Handling**
- **Electrical Service**
- **Booth Furniture & Accessories**
- **Forklift, High Lift & Hanging Services**
- **Labor, Installation & Dismantle Services**
- **Carpet & Floor Covering**
- **Signage & Graphics**
- **Custom Exhibit & Booth Design**

Please make use of this Exhibitor Service Kit to order the equipment and services you will need **IN ADVANCE** to avoid show site delays. Order equipment and services by the **DISCOUNT ORDER DEADLINE** of **January 3, 2025** and **SAVE!**

Ways to Order

This Exhibitor Service Manual contains various equipment rental and service order forms for your information and use. In addition to Modern Expo & Event forms, you may find forms enclosed for services provided by the convention facility or other providers. Please pay special attention to ensure that all forms and payments are directed to the proper provider indicated on each order form. There are three convenient ways to place your orders with Modern Expo & Events:



Online:

Login & Place Orders at:
www.modernexpo.com
First-time users will need to register. Please click on the "Register" box and follow prompts.



Fax or Email:

Fax completed order forms to:
(801) 521-3040

Email completed order to:
expo@modernexpo.com



Mail:

Mail completed order forms and payment to:
Modern Expo & Events
3370 W 500 S
Salt Lake City, UT 84104

Safety First!

Exhibit Halls, Docks, Trade Show Floors and Surrounding Areas are **ACTIVE WORK ZONES** where machinery and lifts are in active use and other hazards exist. Your presence in these areas, along with the presence of your employees, agents, contractors, and representatives is allowed at **YOUR OWN RISK**. If you are concerned about show site safety or need additional information, please contact our Exhibitor Service Team or visit the show site Exhibitor Service Center.



CAUTION





Utah International Auto Expo 2025
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Payment Calculation

Modern Expo & Events requires payment to be received with all orders. Payment may be made by company check drawn on a US bank, credit card, ACH or bank wire transfer. We do not accept personal checks.

This calculation is an estimate and may not reflect the balance of charges due on final invoice.

Checks should be made payable to:
 Modern Expo & Events
 (Personal checks are not accepted)

Bank Wire Transfer Information (Domestic)
 Bank of America, NA
 ABA# Please call ACT# Please call
 (A fee of \$25.00 will be added to each wire transfer)

Bank Wire Transfer Information (International)
 Bank of America, NA
 SWIFT# Please call ACCT# Please call
 (A fee of \$25.00 will be added to each wire transfer)

SERVICES	TOTAL FROM ORDER FORMS
Standard Furniture—Tables	\$
Standard Furniture—Chairs & Accessories	\$
Carpet	\$
Booth Carpet & Electrical Packages	\$
Booth Furniture Packages	\$
Material Handling	\$
Electrical Services	\$
Labor/Forklift/Sign Hanging	\$
Booth Cleaning	\$
Floral	\$
SUB TOTAL:	\$
Utah Sales Tax 7.75%	\$
TOTAL DUE:	\$

! **IMPORTANT:** Please return this completed form with payment to Modern Expo & Events. Email: expo@modernexpo.com. Fax: (801) 521-3040 or order online at www.modernexpo.com and click "Exhibitor Order" box in upper left corner.

Credit Card Authorization

This form must be completed and returned regardless of form of final payment.

Card Type: Visa MasterCard American Express Discover Card

Card Number: _____ Expiration Date: _____ CVV2 Code: _____

Card Holder Name: _____ Card Holder Signature: _____

Card Billing Address: _____

Company Name: _____ Show Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Authorized By: _____ Email: _____

Signature: _____ Booth #: _____



Standard Booth Furnishings—Tables

Skirted Tables & Counters



Skirted Table—Available in 4', 6' and 8' lengths and 30" and 42" (counter) heights.

ITEM DESCRIPTION	QTY.	DISCOUNT	STANDARD	TOTAL
2' w x 4' l x 30" h Skirted Table		\$84.00	\$109.00	\$
2' w x 4' l x 42" h Skirted Counter		\$89.00	\$116.00	\$
2' w x 6' l x 30" h Skirted Table		\$89.00	\$116.00	\$
2' w x 6' l x 42" h Skirted Counter		\$94.00	\$122.00	\$
2' w x 8' l x 30" h Skirted Table		\$94.00	\$122.00	\$
2' w x 8' l x 42" h Skirted Counter		\$99.00	\$129.00	\$
Skirt 4th side 30" h Table		\$36.00	\$47.00	\$
Skirt 4th side 42" h Counter		\$40.00	\$52.00	\$
Skirt Color				



Unfinished Tables & Counters



ITEM DESCRIPTION	QTY.	DISCOUNT	STANDARD	TOTAL
2' w x 4' l x 30" h Unfinished Table		\$42.00	\$55.00	\$
2' w x 4' l x 42" h Unfinished Counter		\$47.00	\$61.00	\$
2' w x 6' l x 30" h Unfinished Table		\$47.00	\$61.00	\$
2' w x 6' l x 42" h Unfinished Counter		\$53.00	\$69.00	\$
2' w x 8' l x 30" h Unfinished Table		\$53.00	\$69.00	\$
2' w x 8' l x 42" h Unfinished Counter		\$58.00	\$79.00	\$

30" Round Cocktail Tables



Unfinished



Spandex Cover
 Avail. White or
 Black

ITEM DESCRIPTION	QTY.	DISCOUNT	STANDARD	TOTAL
30" diam. x 40" h High Boy Table		\$60.00	\$78.00	\$
Spandex Linen White/Black (circle)		\$60.00	\$78.00	\$
Poly Linen (Color:)		\$30.00	\$40.00	\$



Poly Linen
 Avail. In wide
 array of colors.

PAGE TOTAL	\$
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Company Name: _____ Booth #: _____

Standard Booth Furnishings—Chairs & Display Accessories

Chairs & Stools



Folding Chair



Padded Side Chair



Padded Arm Chair



Padded Stool

ITEM DESCRIPTION	QTY.	DISCOUNT	STANDARD	TOTAL
Folding Chair		\$11.00	\$14.00	\$
Padded Side Chair, Gray Upholstery		\$50.00	\$65.00	\$
Padded Arm Chair, Gray Upholstery		\$56.00	\$73.00	\$
Padded Stool, Gray Upholstery		\$66.00	\$86.00	\$

Display Cases



Full Vision Showcase



Quarter Vision Showcase

ITEM DESCRIPTION	QTY.	DISCOUNT	STANDARD	TOTAL
Full Vision Showcase 6' w x 20" d		\$495.00	\$644.00	\$
Quarter Vision Showcase 6' w x 20" d		\$400.00	\$500.00	\$
Showcase Door Lock		\$35.00	\$46.00	\$

Display Accessories



Sign Card Holder



Floor Standing Easel



Single Chrome Coat Rack



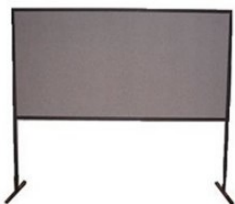
Double Chrome Coat Rack



Chrome Stanchion



Retractable Belt Stanchion



Poster Board



Literature Rack

ITEM DESCRIPTION	QTY.	DISCOUNT	STANDARD	TOTAL
Sign Card Holder, Chrome 22" x 28"		\$71.00	\$89.00	\$
Floor Standing Easel, Aluminum		\$45.00	\$56.00	\$
Single Rolling Chrome Rack		\$47.00	\$61.00	\$
Double Rolling Chrome Rack		\$63.00	\$82.00	\$
Chrome Stanchion, each		\$34.00	\$44.00	\$
Red Velvet Rope, each		\$13.00	\$17.00	\$
Retractable Belt Stanchion		\$27.00	\$32.00	\$
Poster Board 4' x 8'		\$132.00	\$172.00	\$
Literature Rack		\$158.00	\$205.00	\$
Wastebasket		\$16.00	\$21.00	\$

PAGE TOTAL	\$
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Company Name: _____ Booth #: _____

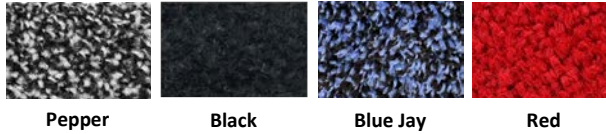


Carpet

Modern Expo & Events offers a wide range of attractive, hassle-free options to enhance the look of your booth space.

Standard Booth Carpet

- 100% Recyclable nylon fiber
- 12 oz. twisted fiber cut pile
- Available in standard, pre-cut sizes or in custom, cut-to-order sizes



STANDARD CARPET	QTY.	DISCOUNT	STANDARD	TOTAL
10' x 10' Standard Booth Carpet		\$125.00	\$163.00	\$
10' x 20' Standard Booth Carpet		\$250.00	\$325.00	\$
10' x 30' Standard Booth Carpet		\$375.00	\$488.00	\$
STANDARD CARPET PACKAGE	QTY.	DISCOUNT	STANDARD	TOTAL
10' x 10' Standard Carpet & Padding		\$200.00	\$260.00	
10' x 20' Standard Carpet & Padding		\$400.00	\$520.00	
10' x 30' Standard Carpet & Padding		\$600.00	\$780.00	
BULK SPACE & CUSTOM CUT		DISCOUNT	STANDARD	TOTAL
Calculate Square Feet = Width _____ X Length _____ = _____ Total Sq. Ft.				
Standard Carpet Custom Cut Per Sq. Ft.		\$1.25	\$1.63	\$
Color: _____				
Protective Plastic Film Covering Per Sq. Ft.		\$0.75	\$0.90	\$

! NOTE: premium and custom colors are available and must be ordered a minimum of three weeks in advance. Please call 801-983-8160 or email expo@modernexpo.com for more information

PAGE TOTAL \$

Company Name: _____ Booth #: _____



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Signage & Graphics

Modern Expo & Events provides full graphics and signage production. We can help you stand out from the crowd and get your message across with vibrant visuals. Whether you have your own designs and just need production help, or you need us to design a custom solution for you, our full service design team stands ready to assist. Common graphics are listed below. **Custom sizes, materials and designs are available.** Please contact an Exhibitor Service Specialist for more information.



22" x 28" Sign with
Chrome Sign Holder



Vinyl Banner with
Grommets



38" x 84" Meter Board
with Base

ITEM DESCRIPTION	QTY.	DISCOUNT	STANDARD	TOTAL
22" w x 28" h foam board sign, one side, with chrome sign holder		\$95.00	\$123.50	\$
22" w x 28" h foam board sign, two sides, with chrome sign holder		\$105.00	\$136.50	\$
3' h x 6' w vinyl banner with grommets, one side		\$108.00	\$140.50	\$
38" w x 84" h foam board "meter board" w/ stand, one side		\$266.00	\$345.80	\$
38" w x 84" h foam board "meter board" w/ stand, two sided		\$332.50	\$432.25	\$
24" w x 72" h foam board display sign w/ stand, one side		\$144.00	\$187.20	\$
24" w x 72" h foam board display sign w/ stand, two sides		\$180.00	\$234.00	\$
24" x 24" adhesive floor cling, one side		\$54.00	\$70.20	\$
Sign Card Holder, Chrome 22" x 28"		\$71.00	\$89.00	\$
Floor Standing Easel, Aluminum		\$45.00	\$56.00	\$
Graphic Design per hour		\$85.00	\$105.00	\$


PAGE TOTAL \$

Company Name: _____ Booth #: _____




Signage & Graphics—Art Preparation & Submission Guidelines


Please follow these guidelines when preparing and submitting artwork for graphic reproduction. Adhering to these steps will help ensure your graphics are produced at the highest quality and will have the greatest visual impact. If you have questions, please contact our Exhibitor Service Team for more information.

 **APPLICATIONS:** Art work may be submitted as **Adobe Illustrator™** or **Adobe Photoshop™** files. Illustrator™ is preferred for large format printing. Files that are created using other programs should be saved and exported as PDF files.


Please be sure to include all supporting elements such as fonts, linked images, effects, etc..


Illustrator™ special effects such as glows, drop shadows, etc., are not recommended. These effects sometimes give unpredictable results in large format printing.


 **FONTS:** Fonts must be converted to outlines. If outlines are not created, then Mac compatible fonts must be supplied with original art files.


 **COLOR SPECIFICATIONS:** All files are printed in CMYK format. To ensure the best possible color match, please make sure to call out any PMS colors to match and indicate whether they are coated or uncoated. Select uncoated PMS colors when matching to fabric.


Orders without PMS color call outs are not guaranteed for color.

 **RESOLUTION:** All raster files must be saved at 100-150 dpi at full scale. Work at proportional scales (100%, 50%, 25%) of actual size and indicate at what scale you have created the file.

 **BLEED SPECIFICATION:** All graphics require bleed. Please add 1/2" bleed around the perimeter of all graphics.

 **ARTWORK FILE SUBMISSION:** Files are accepted by email (up to 10mb), file transfer sites (weTransfer™, Hightail™, etc.), cloud storage sites (Dropbox™, Box™), or hard copy (thumb drive, etc.). Please label files and folders in a way that helps identify the particular use for the file.

 **IMPORTANT:** When transmitting art files, please be sure to email your Exhibitor Service Team member at expo.modernexpo.com and cc: design@modernexpo.com

 **IMPORTANT:** For all art related questions, please email design@modernexpo.com or call (801)983-8125.



Material Handling Instructions

How to Ship to Advance Warehouse & Direct to Show Site:

- Remove all old shipping and empty storage labels from items to be shipped.
- Fill out and attach enclosed Advance to Warehouse or Direct to Show Site labels included (or exhibitor generated facsimilies containing all pertinent information).
- Take the time to insure that your shipments are properly packed and packaged. ME&E is not responsible for goods damaged in shipping (see Terms & Conditions).
- Choose a carrier with trade show experience and schedule a pick-up of your shipment. Confirm that your selected carrier is able to meet the shipping and receiving deadlines for your show.
- Do not send blanket wrapped or uncrated shipments to the Advance Warehouse. Ship these items directly to Show Site.
- Consign all DOMESTIC shipments to Modern Expo & Events.
- Complete and submit enclosed Material Handling Estimate form.
- A properly filled out Bill of Lading must accompany all shipments. Certified weight tickets must accompany all shipments.
- Confirm receipt of your shipment (advance shipments only) with the ME&E team before travelling to show site.
- For INTERNATIONAL shipments, or for other Material Handling questions, please contact our Exhibitor Service team at (801) 983-8102 or expo@modernexpo.com.

Benefits of Advance Shipping to Warehouse:

- Storage of materials for up to 30 days prior to your show.
- Delivery of materials directly to your booth space prior to your scheduled move-in time.
- Convention centers, hotels and other event facilities may not have the capability to receive and store your shipments prior to your show dates.

Freight Carriers: Select a carrier with trade show experience. Be sure to give your carrier specific instructions, including dates and times when shipments must be delivered and picked up. Delivery and pick-up times for trade shows often fall outside of "normal" hours, so make sure your carrier is capable of meeting target dates and times.

Estimating Material Handling Charges: Material Handling charges are based on the weight of the shipment. Shipments are billed in 100 lb. increments (CWT), rounded up to the nearest 100 lbs. There is a minimum charge of 200 lbs. (2CWT) on many shipments. Please refer to the Material Handling Estimate page for pricing details. ME&E cannot and will not accept collect or COD shipments. Crated and uncrated shipments must be separated on individual Bills of Lading with separate weight tickets. Failure to separate crated and uncrated shipments will result in the entire shipment being classified as Special Handling and charge as such.

DEFINITIONS:

Crated Materials are materials that are skidded, crated or in any type of container that can be unloaded at dock level with no additional handling required.

Uncrated/Special Handling Materials are materials that are loose, shrink or pad wrapped, bagged, not skidded or that cannot be unloaded at dock level without additional handling.

Small Package Shipments are cartons or envelopes received without documentation (usually via carriers such as UPS, FedEx, etc.). Maximum weight is 50 lbs. per shipment, per delivery. Maximum of three (3) packages per shipment. All shipments received via air carrier or air freight forwarders that do not fall under the Small Package category, or that include more than 3 packages per shipment, may be subject to Special Handling charges.



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Material Handling Instructions

Outbound Shipments: Each outbound shipment must have a completed ME&E Bill of Lading accompanying the shipment. Bills of Lading are available at the ME&E Exhibitor Service Desk. Exhibitors will need to make their own arrangement for pick-up with their designated freight carrier. An exhibitor representative should remain on-site to insure that your shipment is picked up as planned. Any shipments that remain on show site past the outbound shipping deadline will be forced out on ME&E's carrier of choice at the exhibitors sole expense. ME&E does not provide carrier shipping label

End-of-Show Outbound Shipping Instructions:

- Exhibitors are responsible for providing pre-printed labels for their outbound shipments. If you do not have pre-printed labels, you can create them online on the website of your designated carrier. Print the labels and place them on all containers in your shipment.
- Schedule pick-up with your designated carrier. This includes small package services such as UPS, FedEx, as well as larger freight carriers such as YRC, UPS Freight, etc. If you do not have a preferred carrier, we can re-route your shipment via our preferred carrier, YRC Freight. You are responsible for all shipping charges.
- Fill out a ME&E Bill of Lading. Please make sure to make a selection in the designated are of the Bill of Lading that lets us know what you would like us to do with your shipment if your carrier fails to pick it up.

SPECIAL HANDLING EXAMPLES



Side Loading



Uncrated or Loose Items







Stacked or Cubed Out



Multiple Shipments



Material Handling Estimate

-  Crated, boxed, or skidded materials will be received at the Modern Expo & Events warehouse up to 30 days in advance of show, and one day before exhibitor move in for show site shipments. Please make note of Advance and Show Site receiving dates listed in the Quick Facts section of this Service Manual.
-  Materials will be delivered to respective booths. Any materials received without a form of payment attached for Material Handling will be held until payment is made.
-  Empty containers, with Empty/Storage labels, will be removed and stored until the end of the show. At that time, they will be returned to the original booth. Exhibitors are responsible for obtaining Empty/Storage labels from the Exhibitor Service Desk and affixing them to containers.
-  Once materials are prepared for shipment, and the Modern Expo & Events Bill of Lading is filled out, they will be taken to the dock and loaded onto designated carriers.

! IMPORTANT: Please refer to the **Material Handling Instructions** page for **DEFINITIONS** and **INSTRUCTIONS** to properly calculate your Estimated Material Handling charges

! IMPORTANT: Exhibitors are allowed to **HAND CARRY** materials to their booth space. **The use of wheeled dollies, carts, trollies, pallet jacks, etc. is strictly prohibited.** Cart service is available for exhibitors that require assistance in moving their materials. Please visit the Service Desk for assistance.

! IMPORTANT: Exhibitors are allowed to transport their materials via **PRIVATELY OPERATED VEHICLES(POV)**. POV's include private sedans, mini vans, SUVs, or pick-up trucks. Any other vehicle is considered a **COMMERCIAL VEHICLE** and is subject to **MATERIAL HANDLING** charges.

ADVANCE SHIPMENTS TO WAREHOUSE		
CRATED or SKID LOADED MATERIALS		
	Per CWT*	MIN. CHARGE
On-time	\$33.00	\$66.00
Off- target (+25% surcharge)	\$41.25	\$82.50

Calculation Formula: _____ lbs. / 100 = CWT. _____ CWT x RATE = Est. Material Handling
 Weights should be rounded to nearest 100 lbs. **Minimum charge = 200 lbs.**

DIRECT SHIPMENTS TO SHOW SITE		
CRATED or SKID LOADED MATERIALS		
	Per CWT*	MIN. CHARGE
On-time	\$33.00	\$66.00
Off- target (+25% surcharge)	\$41.25	\$82.50

Calculation Formula: _____ lbs. / 100 = CWT. _____ CWT x RATE = Est. Material Handling
 Weights should be rounded to nearest 100 lbs. **Minimum charge = 200 lbs.**

SHIPMENTS REQUIRING SPECIAL HANDLING		
UNCRATED, UNBOXED, RACKED, SHRINKWRAPPED BAGGED, STACKED or HEAVY MACHINERY		
	Per CWT*	MIN. CHARGE
On-time	\$60.00	\$120.00
Off- target (+25% surcharge)	\$75.00	\$150.00

Calculation Formula: _____ lbs. / 100 = CWT. _____ CWT x RATE = Est. Material Handling
 Weights should be rounded to nearest 100 lbs. **Minimum charge = 200 lbs.**

SMALL PACKAGE SHIPMENTS		
CARTONS, ENVELOPES, EXPRESS SHIPMENTS, ETC.		
Max. weight 50 lbs. and/or 3 packages per shipment.	FIRST PKG.	ADD'L. PKG. (EA)
On-time	\$60.00	\$55.00

PAGE TOTAL	\$
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Company Name: _____ Booth #: _____



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Advance to Warehouse Identification Labels

ADVANCE TO WAREHOUSE

EXHIBIT MATERIAL PLEASE RUSH TO:

Exhibitor Name	Booth #
----------------	---------

Utah International Auto Expo 2025
 Modern Expo & Events
 3370 W 500 S
 Salt Lake City, UT 84104

DELIVERY DEADLINE FEES MAY APPLY AFTER January 3, 2025

ADVANCE TO WAREHOUSE

EXHIBIT MATERIAL PLEASE RUSH TO:

Exhibitor Name	Booth #
----------------	---------

Utah International Auto Expo 2025
 Modern Expo & Events
 3370 W 500 S
 Salt Lake City, UT 84104

DELIVERY DEADLINE FEES MAY APPLY AFTER January 3, 2025

! **IMPORTANT:** These labels are NOT shipping labels. They will help us to identify your freight in our warehouse and ensure your freight gets to your booth without delay. Please affix at least one label to each container. Make copies if additional labels are needed. **Hazardous materials will not be accepted at Advance Warehouse.**



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Direct to Show Site Identification Labels

DIRECT TO SHOW SITE

EXHIBIT MATERIAL PLEASE RUSH TO:

Exhibitor Name	Booth #
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Utah International Auto Expo 2025
 Mountain America Expo Center
 C/O Modern Expo & Events
 9575 S State Street
 Sandy, UT 84070

DO NOT DELIVER PRIOR TO January 13, 2025

DIRECT TO SHOW SITE

EXHIBIT MATERIAL PLEASE RUSH TO:





Exhibitor Name	Booth #
----------------	---------

Utah International Auto Expo 2025
 Mountain American Expo Center
 C/O Modern Expo & Events
 9575 S State Street
 Sandy, UT 84070

DO NOT DELIVER PRIOR TO January 13, 2025

! **IMPORTANT:** These labels are NOT shipping labels. They will help us to identify your freight in our warehouse and ensure your freight gets to your booth without delay. Please affix at least one label to each container. Make copies if additional labels are needed. **Hazardous materials will not be accepted at Advance Warehouse.**

Cart Service & Use of Mechanical Lifts

-  **Cart Service is offered to exhibitors arriving in Privately Operated Vehicles (POV)** that have small items that need to be moved from the dock to their booth space. Cart Service is intended for single trip use only. It is not intended as a method for moving large quantities of merchandise. All items must fit on a cart that is approximately 3' w x 4' l in size. If your items are too large or too numerous to be moved with Cart Service, you may order labor and forklift service to move your items.
-  Cart Service includes the assistance of a laborer to help you load and unload your items from the cart and transport that cart to your booth space.
-  Cart Service is priced and billed in trip increments. A trip consists of one trip from dock to booth. Please select the quantity of trip segments that works best for you.
-  Exhibitors must present themselves at the Exhibitor Service Desk to initiate Cart Service.



CART SERVICE			
ITEM DESCRIPTION	QTY.	RATE	TOTAL
Install Cart Service		\$25.00	\$
Dismantle Cart Service		\$25.00	\$
		TOTAL:	
<i>*Cart Service is billed in 30 min. increments. Price is per 30 min. increment.</i>			

! IMPORTANT: Exhibitors are allowed to **HAND CARRY** materials to their booth space. **The use of wheeled dollies, carts, trollies, pallet jacks, etc. by exhibitors is strictly prohibited.**

! IMPORTANT: Exhibitors are allowed to transport their materials via **PRIVATELY OPERATED VEHICLES(POV)**. POV's include private sedans, mini vans, SUVs, or pick-up trucks. Any other vehicle is considered a **COMMERCIAL VEHICLE** and is subject to **MATERIAL HANDLING** charges.



! IMPORTANT: Exhibitors are prohibited for using or borrowing Modern Expo & Events equipment without their express permission. All electric scooters, man movers or flat carts are prohibited except for use by Show Management, Facility and Modern Expo & Events.

PAGE TOTAL \$

Company Name: _____ Booth #: _____

Electrical Services - Safety Policy Regarding Batty Powered Outlets (BPEO)

- ! Battery Powered Electric Outlets (BPEO) are permitted ONLY under the following conditions:
- BPEO is **permitted** if it is used to power small, personal electronic devices such as a cell phone or tablet via a standard USB style connection.
 - BPEO is **permitted** if it is UL listed or Certified.

Battery Powered Electric Outlets (BPEO) are ALWAYS prohibited under the following conditions:

- BPEO is **prohibited** if it can accept standard two or three prong electrical cords.
- Portable power stations, battery generators or A/C generators are **prohibited**.



PAGE TOTAL \$

Company Name: _____ Booth #: _____



Electrical Services

- Determine power needs by checking the UL rating plates of each electrical item to be used in your booth.** Plate will give information regarding VOLTS (ex. V120), WATTS (ex. W1000) and/or AMPS (ex. A30). Add power requirements of all items to be powered in the booth and select the appropriate service from the list below. For questions or assistance, please contact our exhibitor service staff.
- Electrical service must be ordered by each individual exhibitor and may not be shared with, or borrowed from, a neighboring exhibitor.** Modern Expo & Events and the exhibit facility conduct metered electrical audits during each show. Any exhibitor found to be accessing electricity without having ordered and paid for it, or accessing more power than ordered, will have their power disconnected until an electrical order, plus a minimum one hour electrician fee, is received and paid in full.

! **IMPORTANT:** All power connections will be placed at the back of your booth unless otherwise indicated on the following page. Outlets with specific placement or 20 amps or more will be charged a minimum of 1-hour electrician labor.

120 VOLT OUTLETS				
QTY	ITEM DESCRIPTION	DISCOUNT	STANDARD	TOTAL
	Outlet up to 5 amp or 500 watt	\$110.00	\$143.00	\$
	Outlet up to 10 amp or 1000 watt	\$160.00	\$208.00	\$
	Outlet up to 15 amp or 1500 watt	\$209.00	\$272.00	\$
	Outlet up to 20 amp or 2000 watt	\$232.00	\$302.00	\$
<i>NOTE: Four or more outlets per booth and all electrical service 20 amps and above require a minimum of one (1) hour of electrician labor.</i>				

SINGLE PHASE 208 VOLT OUTLETS				
QTY	ITEM DESCRIPTION	DISCOUNT	STANDARD	TOTAL
	20 amps or less	\$314.00	\$409.00	\$
	30 amps	\$377.00	\$490.00	\$
	60 amps	\$627.00	\$815.00	\$
	Greater than 60 amps	CALL	CALL	\$
<i>NOTE: All 208 volt outlets require a minimum of one (1) hour of electrician labor.</i>				

THREE PHASE 208 VOLT OUTLETS				
QTY	ITEM DESCRIPTION	DISCOUNT	STANDARD	TOTAL
	20 amps or less	\$419.00	\$545.00	\$
	30 amps	\$501.00	\$652.00	\$
	60 amps	\$827.00	\$1075.00	\$
	Greater than 60 amps	CALL	CALL	\$
<i>NOTE: All 208 volt outlets require a minimum of one (1) hour of electrician labor.</i>				

ELECTRICIAN LABOR				
QTY	ITEM DESCRIPTION	DISCOUNT	STANDARD	TOTAL
	Electrician Labor Straight Time per hour	\$89.00	\$116.00	\$

ELECTRICAL ACCESSORIES				
QTY	ITEM DESCRIPTION	DISCOUNT	STANDARD	TOTAL
	Multi-outlet Plug Strip	\$19.00	\$25.00	\$
	Extension Cord	\$19.00	\$25.00	\$

PAGE TOTAL	\$
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Company Name: _____ Booth #: _____



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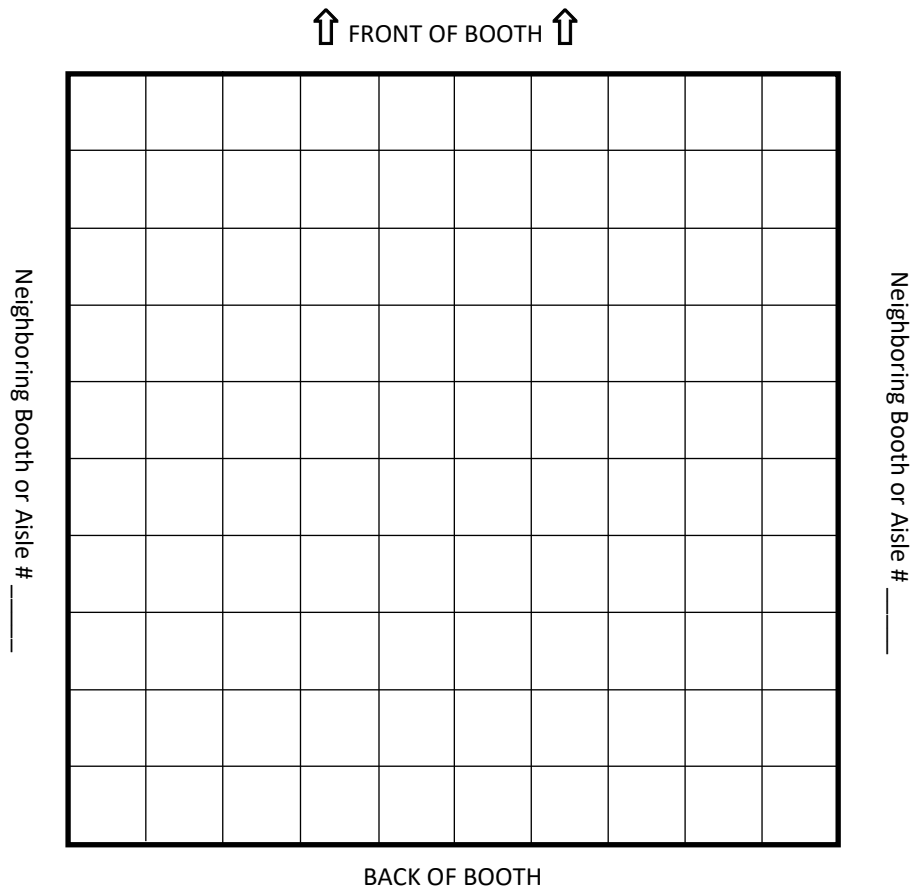
Custom Electrical Drops

Please indicate desired location of custom electrical drops in the diagram below. Indicate any large equipment or display items to provide context.

Please attach this page to the electrical order form to ensure proper placement of the outlets in your booth.

Rates quoted for all connections cover delivery to one location in island booths and to one location at the rear of inline or peninsula booths. If you require the outlets to be distributed to any other location, material and labor charges apply. There is a minimum charge of 1 hour for installation and a half hour for removal.

All outlets will be placed at the back of the booth unless otherwise indicated in the grid below



Please indicate measurements in feet from booth edge(s) of desired electrical drops.

PAGE TOTAL	\$ _____
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Electrical Rules & Regulations

Electrical service is **not** included as part of your booth space rental. The exhibit facility requires that all exhibitors contract with Modern Expo & Events for installation of electrical services and must pay MEE a fee for electrical service used, on a rate schedule determined by the exhibit facility. **Please help us provide you with the best service by ordering your electrical service in advance. Advance orders receive priority service.**

Extension cords are **not** included in your order. You may rent them from Modern Expo & Events, or use your own. Please adhere to the following **FACILITY REQUIREMENTS**:

Any extension cords brought in by exhibitors or designated contractors, must be flat cord. **ROUND CORDS ARE NOT ALLOWED.**

Triple outlet adapters, or multiple outlet extension cords are NOT ALLOWED.

All cords in traffic areas must be taped down with black & yellow caution tape. Including within your booth if the public is allowed inside your booth.

All cords must be grounded.

Facility or Fire Marshal representatives may inspect this event and require changes to your booth if the above requirements are not met.

⚡ Exhibitors and/or their contractors may **not** make any connection to a permanent facility electrical connection. Any unauthorized electrical connections will be disconnected until such service has been ordered and paid for through MEE representatives. MEE shall not be responsible for any damage, inconvenience or loss of business to exhibitors that have electrical service disconnected due to unauthorized connection or failure to pay for electrical service.

⚡ Exhibitors may not share electrical connections with neighboring exhibitors, or make connection to extensions cords or other power supplies provided for their neighbor.

⚡ Materials provided for electrical service (cords, cables, plug strips, distribution equipment, etc.) are the property of MEE and are not to be moved, altered or removed from the booth space by exhibitors or their agents. Any material or equipment missing from the booth space at the close of the show will be billed to the exhibitor of record at full replacement cost as determined by MEE.

⚡ Modern Expo & Events is not responsible for fluctuations in delivered power or interruptions in electrical service due to circumstances beyond its control (ex. facility power supply issues, power outages, brown-outs, etc).

⚡ Modern Expo & Events is not responsible for damage to equipment or display materials resulting from failure to order adequate power to properly operate such equipment or display material. Please check to make sure that you understand your power needs and order enough electricity to adequately power those needs.

⚡ Electrical rates provide power to a single location within the booth space. For in-line and peninsula booths, service is provided to the back center of the booth. For island booths, service is provided to a single location within the booth. Custom service drops are available for an additional fee. Electrical charges are based upon wattage/ampereage, regardless of the amount of time used. If the exhibitor is found using more than was ordered, the exhibitor will be charged accordingly.

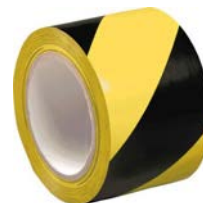
⚡ Electrical rates do not include connection of exhibitor equipment or display material to electrical service drop. Custom connection is available on a time and material basis.



Only flat extension cords are allowed in this facility, including within exhibit booths.



Triple Outlet Adapters **NOT** allowed in the facility.



All cords in traffic areas **MUST** be taped down with black and yellow caution tape.



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Skilled Labor Services

LABOR RATES AND HOURS			
Description	DISCOUNT	STANDARD	Hours
Straight Time per man hour	\$71.00	\$92.00	M - F 8:00 AM to 5:00 PM
Overtime per man hour	\$106.50	\$138.50	M - F 6:00 AM to 8:00 AM and 5:00 PM to 10:00 PM and All Hours on Saturdays
Double Time per man hour	\$142.00	\$184.50	M - Sat. 10:00 PM - 6:00 AM and All Hours on Sundays and Holidays

Modern Supervised Labor Service

✂ **Modern Expo & Events Supervised Labor Service** is for those that wish to have their exhibit set-up before they arrive or dismantled after they leave. Modern Expo & Events will install and dismantle your exhibit. You need not be present. A professional supervision charge of 30% will be added to your labor fees. A minimum charge of \$50.00 applies to all orders.

MODERN SUPERVISED LABOR				
ITEM DESCRIPTION	# LABORERS	# HOURS EACH	LABOR RATE*	TOTAL
Exhibit Installation Labor				\$
Exhibit Dismantle Labor				\$
			SUB TOTAL:	\$
			30% Supervision	\$
			TOTAL:	

**Please enter the appropriate labor rate from the chart above.*

Exhibitor Supervised Labor Service

✂ **Exhibitor Supervised Labor Service** is for labor that is performed only under the supervision of the Exhibitor or its representative. It is important that the exhibitor check in at the Exhibitor Service Desk to pick up laborers ordered. Exhibitor must also check the laborers out at the Exhibitor Service Desk upon completion of work.

EXHIBITOR SUPERVISED LABOR						
ITEM DESCRIPTION	DATE	TIME	# LABORERS	# HOURS EACH	LABOR RATE*	TOTAL
Exhibit Installation Labor						\$
Exhibit Dismantle Labor						\$
					TOTAL:	

**Please enter the appropriate labor rate from the chart above.*

EXHIBITOR REPRESENTATIVE:	MOBLIE PHONE #:
EMAIL ADDRESS:	ALTERNATE PHONE #:





! **IMPORTANT:** A minimum charge of one hour per laborer will apply to all orders. Time will commence upon assignment of laborers in accordance with Exhibitor's request. Failure to pick-up scheduled labor will result in a one hour charge per laborer requested unless 72 business hour notification is provided.

PAGE TOTAL \$

Company Name: _____ Booth #: _____



Sign Hanging Service

-  **Sign Hanging Service is offered to exhibitors for hanging of any sign, exhibit piece, banner or decoration above their booth space.**
-  Sign Hanging Service includes the use of a lift and two laborers and is priced and billed in one hour increments. A minimum charge of one hour applies to all orders.
-  Materials used to hang signs, such as cable, cable locks, ties, etc., will be billed as needed to the hang. Any charges resulting from shipping the hanging items will be billed at Material Handling rates.
-  To arrange for Sign Hanging Service, please complete all information below and submit this form with payment.

TYPE OF SIGN	
<input type="checkbox"/>	Frame & Fabric
<input type="checkbox"/>	Banner
<input type="checkbox"/>	Metal/Wood
<input type="checkbox"/>	Other

SHAPE OF SIGN	
<input type="checkbox"/>	Square/Rectangle
<input type="checkbox"/>	Round/Oval
<input type="checkbox"/>	Triangle
<input type="checkbox"/>	Other

DOES SIGN REQUIRE ELECTRICITY	
<input type="checkbox"/>	Yes
<input type="checkbox"/>	No


If yes, please order electrical service from Electrical Service Form and indicate service is for "SIGN".

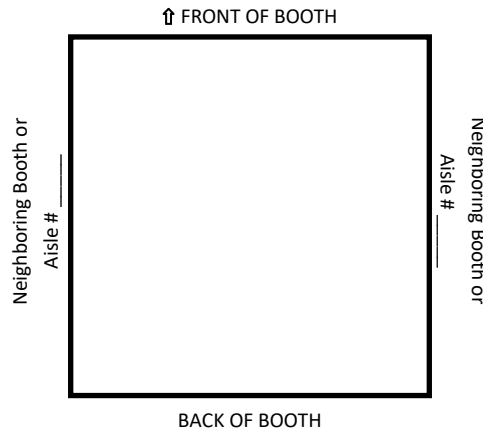
SIGN SIZE		
W:	L:	H:
W:	L:	H:

DOES SIGN REQUIRE ASSEMBLY	
<input type="checkbox"/>	Yes
<input type="checkbox"/>	No

If yes, please order labor service from Labor Service Form.

SIGN HEIGHT
Please hang the bottom of my sign
_____ feet from the floor.

 Please use the diagram at right to indicate where in your booth space you would like your sign hung. Please indicate distance from booth boundaries in feet. Please note that signs may not be hung outside of your booth's boundaries.



STRAIGHT TIME: Monday - Friday, 8:00am - 5:00pm
OVERTIME: Monday - Friday, 6:00am - 8:00am Monday - Friday, 5:00pm - 10:00pm All hours Saturday
DOUBLE TIME: Monday - Sunday, 10:00pm - 6:00am All hours Sundays and Holidays

! IMPORTANT: Exhibitors wishing to have their signs hung by ME&E without their supervision, must pay a 30% Supervision Fee.

SIGN HANGING SERVICE			
ITEM DESCRIPTION	QTY.	RATE	TOTAL
Install Sign Hanging Svc. (straight time/hr)		\$365.00	\$
Install Sign Hanging Svc. (overtime/hr)		\$548.00	\$
Install Sign Hanging Svc. (double time/hr)		\$730.00	\$
Dismantle Sign Hanging Svc. (straight time/hr)		\$365.00	\$
Dismantle Sign Hanging Svc. (overtime/hr)		\$548.00	\$
Dismantle Sign Hanging Svc. (double time/hr)		\$730.00	\$
		SUB TOTAL:	
		30% Supervision	
		TOTAL:	

PAGE TOTAL	\$
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Company Name: _____ Booth #: _____



Floral & Plant Service

- * **Floral and Plant Service is offered to Exhibitors that wish to enhance the look of their booth space.**
- * Please note that flowering plants and floral arrangements are “for purchase” items and are yours to keep or dispose of after the show. Green plants are rental items and must be returned at the close of the show.
- * To ensure a full range of options, please order your floral by the **DISCOUNT ORDER DEADLINE**. Late orders will be subject to stock on hand. Show site orders are subject to a 30% surcharge.



Fern



Kalanchoe



Green Plant



Potted Mum

PLANTS & FLORAL				
QTY	ITEM DESCRIPTION	DISCOUNT	STANDARD	TOTAL
	Potted Flowering Mum Plant	\$45.00	\$59.00	\$
	Seasonal Flower Plant (Kalanchoe/Bromeliad)	\$45.00	\$59.00	\$
	2 DZ Roses—Long Stem Arranged in Glass Vase	\$140.00	\$182.00	\$
	16” Custom Floral Arrangement	\$95.00	\$124.00	\$
	24” Custom Floral Arrangement	\$130.00	\$169.00	\$
	Fern/Ivy in 6” Pot	\$45.00	\$59.00	\$
	2’ Green Plant	\$50.00	\$65.00	\$
	3’ - 4’ Green Plant	\$80.00	\$104.00	\$
	5’ - 6’ Green Plant	\$190.00	\$247.00	\$
	7’ - 8’ Green Plant	Call for Quote	Call for Quote	\$
	Delivery to Booth/per order	\$45.00	\$45.00	\$

CUSTOM FLORAL INSTRUCTIONS
Style, Color Palate, Size, Flower Preference, etc.)
<i>*Please call our Exhibitor Service Team for detailed floral instructions/requirements.</i>

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Exhibitor Appointed Contractor

-  An **Exhibitor Appointed Contractor (EAC)** is any is any company, other than Modern Expo & Events, the Official Service Contractor, that an Exhibitor may wish to use inside the Exhibit Hall before, during or after the show.
-  An EAC is usually contracted to provide supervision, coordination and labor to set an Exhibitor’s display. **An EAC may not perform the following functions: Drayage/Material Handling, Electrical Service, Plumbing, Mechanical, Booth Cleaning, Booth Security, Floral, Internet & Telephone, Decorator Services, Decorator Labor, Forklift, Man Lift/Hanging or Food & Beverage Service.** An EAC may, however, be contracted to coordinate and supervise the procurement of the services listed above.
-  An EAC must provide the following to ME&E **no later than 30 days prior to exhibitor move-in.** Requests received later than 30 days prior to exhibitor move-in may be denied.
 - The information below must be filled out completely and returned to ME&E.
 - EAC must furnish current certificates of insurance naming Modern Expo & Events as additional ensured for both liability and workers compensation. Liability coverage must not be less than \$2,000,000.00 aggregate and \$1,000,000.00 each occurrence. Failure to provide valid certificate of insurance will result in EAC being barred from exhibit hall.
 - EAC must provide payment for all services ordered from ME&E as set forth in this Exhibitor Service Kit. The Exhibitor is ultimately responsible for any charges incurred by its EAC. Any unpaid charges incurred by an EAC will be collected from the responsible exhibitor prior to the close of the show.
 - EAC must confine its activities to the exhibit space of the contracting exhibitor. No storage areas, service desks or work facilities will be allowed.
 - EAC’s are forbidden from soliciting business on the exhibit floor.
 - Exhibit Hall, storage and service area, and loading docks are under the exclusive control of the Official Service Contractor. All EAC activities must be coordinated with Modern Expo & Events.
 - ME&E accepts no responsibility for damage or loss to any Exhibitor material under the control of the EAC or to material that has been left in public areas such as aisle ways, loading docks, storage and work areas or hallways.
 - EAC employees must identify themselves to ME&E personnel and wear appropriate identification badges (such as ESCA Worker Identification System) at all times. Temporary ID badges/wristbands will be available from the Exhibitor Service Desk, if necessary.
 - EAC and its employees will conduct themselves within the governing show rules as established by show management as well as by the rules and regulations of the exhibit facility. Such rules may include rules governing the appearance and conduct of workers and during what hours work may be performed. Please check with Show Management to verify the details of such rules.

EXHIBITOR NAME		DATE	BOOTH #
STREET ADDRESS		CITY	STATE ZIP
PHONE	FAX		
ORDERED BY (PRINT NAME)	SIGNATURE		

CONTRACTOR NAME		AUTHORIZED REPRESENTATIVE	
STREET ADDRESS		CITY	STATE ZIP
PHONE	FAX		
SHOW SITE REPRESENTATIVE (IF DIFFERENT THAN ABOVE)			



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Third-Party Payment Authorization

- Ⓢ This form must be completed and returned to Modern Expo & Events by the deadline date.**
- Ⓢ Both parties must sign this form, indicating acceptance, or the request for third-party payment will be denied.**
- Ⓢ By signing this form, the Exhibitor agrees that it is ultimately and finally responsible for charges incurred on its behalf by its appointed contractor or third-party payer. If the named third-party fails to make payment, ME&E will demand payment from the Exhibitor of Record prior to close of show.**

SERVICES COVERED BY THIRD-PARTY PAYMENT					
<input type="checkbox"/>	All Services	<input type="checkbox"/>	Booth Furnishings	<input type="checkbox"/>	Specialty Furnishings
<input type="checkbox"/>	Electrical Service	<input type="checkbox"/>	Carpet	<input type="checkbox"/>	Material Handling
<input type="checkbox"/>	Booth Cleaning	<input type="checkbox"/>	Floral	<input type="checkbox"/>	Labor
<input type="checkbox"/>	Forklift	<input type="checkbox"/>	Sign Hanging	<input type="checkbox"/>	Other

THIRD PARTY INFORMATION			
Company Name:		Contact:	
Address:		Phone:	
City, State, ZIP		Email:	
Authorized Signature:		Alt. Phone (opt)	

EXHIBITING COMPANY INFORMATION			
Company Name:		Contact:	
Address:		Phone:	
City, State, ZIP		Email:	
Authorized Signature:		Alt. Phone (opt)	

Third-Party Credit Card Authorization

Card Type: Visa MasterCard American Express Discover Card

Card Number: _____ Expiration Date: _____ CVV2 Code: _____

Card Holder Name: _____ Card Holder Signature: _____

Card Billing Address: _____

Company Name: _____ Show Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Authorized By: _____ Email: _____

Signature: _____ Booth #: _____



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Ways to Order

This Exhibitor Service Manual contains various equipment rental and service order forms for your information and use. In addition to Modern Expo & Event forms, you may find forms enclosed for services provided by the convention facility or other providers. Please pay special attention to ensure that all forms and payments are directed to the proper provider indicated on each order form. There are three convenient ways to place your orders with Modern Expo & Events:



Online:

Login & Place Orders at:
www.modernexpo.com
 First-time users will need to register. Please click on the "Register" box and follow prompts.



Fax:

Fax completed order forms to:
 (801) 521-3040



Mail:

Mail completed order forms and payment to:
 Modern Expo & Events
 3370 W 500 S
 Salt Lake City, UT 84104

Exhibitor Terms & Conditions

YOU ARE ENTERING INTO A CONTRACT WHICH LIMITS YOUR POSSIBLE RECOVERY IN CASE OF LOSS OR DAMAGE: The terms and conditions set forth below, together with any applicable Order, become a part of this agreement (the "Agreement") between Modern Display Service, Inc. DBA Modern Expo & Events ("ME&E") and you, the Exhibitor. You are agreeing that you have been fully advised, understand completely, and are willing to accept the following terms and conditions. By exhibiting, ordering or receiving goods or services, requiring transportation of goods to or from, or acting as an agent for an exhibitor, at an event at which ME&E is the designated service contractor, you accept and agree to be bound to the terms and conditions set forth herein.

DEFINITIONS:

For the purposes of this Agreement, "ME&E", "Modern", "we", or "us" means Modern Expo & Events, a registered DBA of Modern Display Service, Inc., a Utah Corporation, and its employees, directors, officers, agents, assigns, affiliated companies and related entities not limited to any subcontractors we may appoint. "Exhibitor" or "you" means the exhibitor as set forth in an applicable Order, its employees, directors, officers, agents, representatives or any exhibitor appointed contractor ("EAC") which may act on behalf of the exhibitor. "Order" means the purchase order, work order or other similar order form accompanying these terms and conditions, which, together with the terms and conditions set forth herein, comprise the entire Agreement between ME&E and the Exhibitor.

PAYMENT TERMS:

We require 100% payment with Order for rentals, services, anticipated material handling and drayage charges, and applicable sales tax. We require a valid credit card on file prior to the acceptance of any Order. We accept VISA, MASTERCARD, AMERICAN EXPRESS and DISCOVER cards. By providing your credit card number and information to us via a Payment Authorization form or placing Orders online, you agree that we may place your credit card information on-file to be used for any additional show site services or future purchases. Your credit card information will remain on-file for the duration of the event. Full payment must accompany all orders and be received by our office prior to the applicable deadline date to qualify for any discounted or advance order rates. All orders received after applicable deadlines will be charged at standard rates.

PLEASE NOTE THAT PURCHASE ORDERS ARE NOT ACCEPTABLE AS A FORM OF PAYMENT.

We accept company checks, drawn on a US bank as a form of payment. We do not accept personal checks as payment.

To pay by check, mail your check, along with your Order to:

Modern Expo & Events
 3370 W 500 S
 Salt Lake City, UT 84104

We accept ACH and Wire Transfers as a form of payment. For ACH or Wire Transfer information, please call our Exhibitor Service team at (801) 983-8160.

All invoiced amounts are due upon receipt of invoice. ME&E does not offer credit terms. Any unpaid balance after the close of the show will accrue interest at the rate of 1.5% per month (18% per annum). You are responsible for all costs and fees incurred by us that are associated with collecting your unpaid balance. These may include, but are not limited to: reasonable attorneys fees, court costs and other collection costs.

You are responsible for the payment of all sales, use or other similar taxes that due in connection with the performance of this Agreement. If you claim Tax Exempt status, you must provide us, in advance, a valid Tax Exemption Certificate issued by either the local taxing authority of the location in which the event is taking place, or, if you claim federal tax exemption, by the United States Government.

You are primarily responsible for they payment of all third-party charges. In the event that you contract with an exhibit house or enlist the services of an Exhibitor Appointed Contractor to handle your display/exhibit and order any services on your behalf, ME&E will agree to third-party billing provided that the Third-Party Payment Authorization Form and Exhibitor



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Exhibitor Terms & Conditions (cont'd)

Appointed Contractor Form ("EAC") are completed and returned in advance. By providing the Third-Party Payment Authorization Form, the Exhibitor agrees that they are primarily responsible for the payment of all charges. In the event the named third-party or EAC fails to pay all charges, such charges will be paid by the Exhibitor upon submission of an invoice, including any and all fees associated with the collection of this account.

Copies of invoices may be obtained from the Exhibitor Service Desk prior to the close of the show. No credit will be given after the close of the show for any items or services ordered, but claimed not to have been received. Cancellation of service(s) made prior to the delivery or execution of the service are subject to a 50% cancellation fee. Cancellation of service(s) made after delivery or execution of service are subject to a 100% cancellation fee.

MODERN EXPO & EVENTS' RESPONSIBILITIES:

We are only responsible for those services that we provide directly to you. We are not responsible for any persons, parties or other contracting firms not under or direct supervision and control. We are not responsible for loss, delay or damage due to strike, lockout, work stoppages, weather, natural disaster, vandalism, civil disturbance, power or other utility failures, acts of terrorism, war or threat of war or war-like actions, acts of God or other cause beyond our reasonable control. Nor are we responsible for ordinary wear and tear in the handling of materials. We will provide material handling services as your agent, not as bailee or shipper, and shall have no responsibility or obligation thereunder.

PACKAGING AND CRATES:

We shall not be responsible for damage to loose or uncrated materials, pad-wrapped or shrink-wrapped materials, glass breakage, concealed damage, carpets in bags or poly wrappings, or for improperly packaged materials. In addition, we are not responsible for crates and packaging materials which are unsuitable for handling, in poor condition or have prior damage. Crates and packaging should be of a design that adequately protects the contents for handling by forklift and other mechanical means.

STORAGE:

We are not responsible for loss or damage to crates, containers or packaging materials or the contents therein while containers are in storage, including but not limited to exhibitor accessible storage or cold storage. You acknowledge that storage charges are for use of space and are not a form of security or insurance from loss.

Empty container labels will be available at the Exhibitor Service Desk. Affixing labels to containers is the sole responsibility of the Exhibitor or its representatives. All labels from prior events should be removed or covered. We are not responsible for your failure to follow these procedures; removal of containers with old empty labels or without ME&E labels; shipping of containers with improper information or empty labels; or the removal or disposition of materials stored in containers with empty labels. You understand that the labels are used for storage of empty containers only and that we are not liable for loss or damage to any contents while containers are in storage, or for any mislabeled containers.

SHOW SITE:

You are solely responsible for damage or loss to any rental items in your possession or under your control in connection with your performance hereunder, including but not limited to damage or stains to carpet, furniture or other items. Neither you or your EAC may use any type of mechanical lift on the exhibit floor, including but not limited to forklifts, pallet jacks, or man lifts.

Our working hours are subject to change due to holidays, time of day or night worked, amount of time worked and specific facility or union requirements. The normal categories of hourly labor charges are: straight or regular time, overtime, double time and holiday pay. Such hours and charges are set forth on the applicable Order.

INBOUND SHIPMENTS:

Shipments may be delivered to your booth space prior to you or your representatives arrival, during which time the material will be left unattended. We are not liable or responsible for any loss, damage, theft or disappearance to your materials after they have been delivered to your booth site.

We are not responsible for shipments received without individual freight bills, such as UPS, FedEx or other carriers who deliver in bulk and who do not wait for piece/shipment counts or verification of condition for individual shipments. Such shipments are subject to verification and correction of count and condition and our receiving documents indicating any exceptions as delivered shall take precedence over shipper's signature of receipt.

OUTBOUND SHIPMENTS AND ITEMS LEFT AT SHOW SITE:

There may be a period of time between the completion of packing your materials for outbound shipment and the actual pick-up of those materials from your booth for loading onto a carrier during which time materials will be left unattended. We are not liable or responsible for any loss, damage, theft or disappearance to your materials after they have been readied for shipment and the time they are picked up from your booth space.

We are not responsible for shipments left in your booth or other areas of the exhibit space or dock areas. We will count and ship pieces as we find shipments when we removed them from the exhibit space. Circumstances may also necessitate that these items be removed to our warehouse or other remote facility and shipped from there. You are responsible for any additional charges that may result from shipments left on-site without proper shipping instructions or for materials abandoned on site. You should ensure your materials against loss, damage or theft.

All Material Handling Forms submitted to us by you will be checked at time of pick-up from the booth and corrections made when there is a discrepancy between the items listed on any form and the actual number/weight of items at the booth at time of pick-up.

We reserve the right to dispose of any items left on the show floor without liability if left unattended, left without labels or incorrectly labeled, or abandoned. Disposal fees will be charged to your account.

Materials are loaded onto the carrier under the direction and supervision of the carrier's representative of driver. Any loading onto the carrier will be understood to be under the



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Exhibitor Terms & Conditions (cont'd)

Exclusive supervision and control of the carrier representative or driver. We are not responsible for liability due to loss, damage, theft or disappearance of your materials that is caused by, arises out of, or related to improperly loaded materials.

RE-ROUTED FREIGHT:

In order to expedite the removal of materials from the show site as required by the show manager or exhibition facility, we shall have authority to change your designated carrier if that carrier does not pick-up the shipment at the appointed time. Where no disposition instructions are made by you, materials may be removed to a remote location to await your shipping instructions, and/or consigned to a carrier of our choice. You agree to be responsible for any charges related to re-routing or special handling.

INSURANCE:

ME&E is not an insurer. We do not offer exhibit insurance products. Insurance on exhibit materials, including any materials offered for sale, shall be obtained by you at your sole expense from a third-party insurance provider. You agree to provide, or cause your insurance provider to provide, us a release from subrogation to the extent of any insurance claim/settlement.

CLAIMS FOR LOSS:

In order for any claim to be considered valid, you agree that notice of loss of damage to materials must be made to us or our agent within 24 hours of occurrence or any incident or prior to close of show or removal of materials, whichever is later. All claims reported after such period will be rejected. Such notice must include detail sufficient to identify the materials claimed to be lost or damaged, asserting our liability for alleged loss or damage and documentation including the specified or determinable value of the claim. Damage reports, incident reports, inspection reports, notations of shortages or damage on freight bills or other documents do not constitute filing of a claim.

- (a) **PAYMENT MAY NOT BE WITHHELD.** In the event of any dispute between you and us related to any loss, damage or claim, you will not be entitled to and will not withhold payment or any partial payment due to us as an offset against the amount of any alleged loss or damage. Any claims against us shall be considered to be separate transactions and shall be resolved on their own merits.
- (b) **MAXIMUM RECOVERY.** If found liable for any loss, our sole and exclusive maximum liability for loss or damage to your materials and your sole and exclusive remedy is limited to \$0.30 per pound per article with a maximum of \$1,000 per shipment, whichever is less.
- (c) **BREACH OF CONTRACT AND/OR NEGLIGENCE ONLY.** Our liability shall be limited to any loss or damage which results solely from our gross negligence in the actual physical handling of the items comprising your shipment(s) OR which results from a material breach of this Agreement and not for any other type of loss or damage. In no event shall we be liable to you or to any other party for special, collateral, exemplary, indirect, incidental, consequential, or punitive damages, whether such damages occur either prior or subsequent to, or are alleged as a result of, tortious conduct, failure of our equipment or services or breach of any of the provisions of this Agreement, regardless of the form of action, whether in contract or in tort, including strict liability and negligence, even if we have been advised or has notice of the possibility of such damages, or for any damages caused by your failure to perform your responsibilities. Such excluded damages include but are not limited to loss of profits, loss of use, interruption of business or other consequential or indirect economic issues.

DECLARED VALUE:

Declarations of value are between you and your selected carrier only and are in no way an extension of our maximum liability as stated herein. We will use commercially reasonable efforts to transmit the declared value instructions to the selected carrier. However, we will not be liable for any claim arising from the transmittal of, or failure to transmit, declared value instructions to the carrier, nor for any failure of the carrier to uphold the declared value or any other term of carriage.

FACILITIES AND SHOW ORGANIZERS:

You agree and understand that you, your agents, representatives, contractors and anyone working on your behalf must abide by and adhere to the rules and regulations of the exhibit facility and any regulations implemented by the Show Organizer. These rules and regulations include but are not limited to labor jurisdiction, health and safety, work hours, manner of work, etc. Please consult the individual rules and regulations published for your exhibit facility and by your Show Organizer.

TERMINATION:

We may immediately terminate this Agreement upon written notification in the event you breach any provision hereof. We may also terminate this Agreement for any reason for no reason upon ten (10) days prior written notice to you. In either case, you shall be responsible for any fees incurred prior to the effective date of such termination.

INDEMNIFICATION:

You agree to indemnify, defend and forever hold harmless Modern Display Service, Inc. DBA Modern Expo & Events, and our employees, directors, officers and agents from any and all demands, claims, causes of action, fines, penalties, damages (including consequential), liabilities, judgements and expenses including but not limited to reasonable attorney's fees and investigation costs on account of personal injury, death, or damage to or loss of property or profits arising out of or contributed to by any of the following:

- Your negligent supervision of your personnel (including but not limited to any labor secured through us) or the negligent supervision of such personnel by any of your employees, agents, representatives, contractors, customers or invitees.
- Your negligence, willful misconduct, or deliberate act, or the negligence, willful misconduct, or deliberate act by your employees, agents, representatives, contractors, customers or invitees, including, but not limited to the misuse, improper use, unauthorized use or alteration of or negligent handling of our equipment.
- Your violation of federal, state or local ordinances.
- Your violation of show rules and/or regulations as set forth by the facility or show management.

WAIVER AND RELEASE:

You agree to waive and release all claims against us with regard to all matters for which we have disclaimed liability pursuant to the provisions of this Agreement.



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Exhibitor Terms & Conditions (cont'd)

SEVERABILITY:

If any provision of this Agreement is deemed to be invalid, illegal or unenforceable, the remainder of this Agreement shall remain in effect and shall not be impacted by such a finding.

WAIVER:

No waiver by us of any of the provisions of this Agreement is effective unless explicitly set forth in writing by us. No failure to exercise, or any delay in exercising, any right, remedy, power or privilege arising from this Agreement operates, or may be construed, as a waiver thereof. No single or partial exercise of any right, remedy, power or privilege hereunder precludes any other or further exercise thereof or the exercise of any other right, remedy power or privilege.

ASSIGNMENT:

You will not assign, transfer, delegate or subcontract any of your rights or obligations under this Agreement without our prior, written consent. Any purported assignment or delegation in violation of this Section shall be null and void. No assignment or delegation shall relieve you of any of your obligations hereunder. We may, at any time, any or all of our rights or obligations hereunder without your prior consent to any affiliate, person or party acquiring all or substantially all of our assets.

RELATIONSHIP OF THE PARTIES:

The relationship of the parties is that of independent contractors. Nothing contained in this Agreement shall be construed as creating any employment, partnership, agency, fiduciary, joint venture or other form of joint enterprise between the parties. Neither party shall have the right to contract for or bind the other party in any manner whatsoever.

NO THIRD-PARTY BENEFICIARIES:

This Agreement is for the sole benefit of the parties hereto and their respective successors and permitted assigns. Nothing herein, whether express or implied, is intended to or shall confer upon any other person or entity, any legal or equitable right, benefit or remedy of any nature under or by reason of this Agreement.

SURVIVAL:

The provisions of this Agreement which, by their nature, should apply beyond their terms, shall remain in force after any termination or expiration of this Agreement.

AMENDMENT AND MODIFICATION:

This Agreement may only be amended or modified in writing stating specifically that it amends this Agreement and that is signed by an authorized representative of each party.

GOVERNING LAW, JURISDICTION:

This Agreement shall be construed under the laws of the State of Utah and shall be subject to the jurisdiction of the federal or state courts located in Salt Lake County, Utah.

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