



Exhibitor Instruction Manual

Dear Participating Exhibitor:

Thank you for participating in the *Fairfield County Home & Outdoor Living Expo*. This year's event is being held March 24 & 25, 2012 at the Stamford Plaza Hotel. Detailed below is information that you will need for a smooth move-in, setup and move-out.

The official decorating company for the event is **Demers Exposition Services**. Please contact them directly if you have any questions regarding furniture rental or other services for your exhibit. Be sure to order these services by **Monday, March 19**. All decorator orders received after this date will be charged a much higher rate.

If you need electrical service, you have to complete the enclosed **Electrical Order Form** prepared by The Stamford Plaza Hotel and return it to them directly by **Thursday, March 22**. All electrical orders received by the hotel after this date will be charged a higher rate.

As an exhibitor, you are being offered special advertising rates in **The Advocate, Greenwich Time, 6 Brooks Newspapers, Healthy Life Magazine, WEBE 108 FM, RSVP Card Deck of Fairfield County and Fire Brand Social Media** as media sponsors of the event. Be sure to take advantage of these special offers to generate even more traffic in your booth. See attached for details.

Exhibitor Badges and lanyards can be picked up at the box office when you and your booth staff arrive at the show on Saturday morning.

Free Admission Passes will be mailed to you shortly. Please take the time to distribute all passes **before** the show weekend. **Please do not hand out Passes to attendees outside during show days.**

Move-in hours will be from 8:00am - 7:00pm on **Friday, March 23**.

Thank you again for your participation and cooperation. If you have any questions, please call me directly at (203) 222-9757, extension 105.

Sincerely,

Nick Curci

President
Connecticut Expos, LLC
180 Post Road East, Suite 215
Westport, CT 06880
Cell: (203) 414-4474
E-mail: NickCurci@aol.com



GENERAL INFORMATION

Event Location:

The Stamford Plaza Hotel
2701 Summer Street
Stamford, Connecticut 06905
Phone (203) 359-1300

Exhibit Halls:

- International Ballroom
- International Ballroom Foyer
- State Ballroom
- State Ballroom Foyer
- Ethan Allen
- Atrium
- Atrium Foyer
- Terrace

Ceiling Height:

- International Ballroom and State Ballroom: 16 feet
- International Ballroom Foyer, State Ballroom Foyer, Ethan Allen 12 feet
- Atrium, Atrium Foyer and Terrace: 60 feet+

Floor Composition:

The hotel has carpeting throughout ballrooms, related foyers and Terrace areas. The Atrium and Atrium Foyer (most of section 600 - see attached floor plan) have a brown tile floor surface. Please take extreme caution when moving your booth contents both in and out of the show. Any damage to the carpeting or tile flooring will be the responsibility of the exhibitor who caused it. We highly encourage you to protect the flooring in your booth area if you plan to bring in items that are heavy or that can potentially damage the carpet or tile.

Show Colors:

- Burgundy & White Drapes for booth numbers 100 – 405 and 700 – 706 since the existing carpeting in these areas is burgundy. Blue and White Drapes for booth numbers 500 – 670 since the carpeting in these areas is blue (or brown tile - most of section 600).

Size & Location of Loading Door:

- The main Loading Door is 8 feet high by 8 feet wide. There is also a smaller entryway near the main Loading Door for smaller items.
- The Loading Doors are located in the back of the hotel. To access this area, you have to enter by way of Bedford Street (northbound – one way road). The entrance is just past the hotel guest entrance on the left. Look for a dark blue sign that says “Hotel Receiving”.
- You may also move-in through the parking garage entrance as long as you can carry in or wheel in your booth contents. Please do not attempt to load in through the front main hotel entrance – the hotel staff will not allow you to park there.

Complimentary Standard Booth Decorations:

- An 8 foot high draped back wall and 3 foot high side rail drapes will be provided free of charge with all in-line booths.
- A white with black lettered 7' x 44" booth identification sign featuring your Company Name is also included as part of the booth fee. The name on the sign will be the same as the Company Name you provided on your exhibit contract.

Booth Furniture:

Tables and chairs are not included in your booth fee. You may bring these in yourself or you can order them separately from the decorator. Complete the enclosed forms if you need to place any furniture orders and fax the forms directly to the decorator. The deadline to place these orders with the decorator is Monday, March 19. Orders received by the decorator after this date will be charged at the much higher rate.

Electricity:

Electricity is not a part of the booth package but can be ordered directly through the hotel. You will need to complete the enclosed order form and fax it back to the hotel directly. Please see the attached forms for rates and deadlines. Please remember to bring proof of the order with you to the event. The deadline to place these orders with the hotel is Thursday, March 22. Orders received by the hotel after this date will be charged a higher rate.

Telephone / Internet Service:

Wired Telephone lines and wireless Internet service is available in individual booths throughout the exhibition halls. Keep in mind that in some areas of the hotel, wireless Internet connection is available without charge if your phone/computer can obtain a connection at your booth location. Many areas of the hotel will be able to get a connection, but the most of the Ballroom locations will not get a connection. You will need to order these services directly through the hotel. Please refer to the attached forms for rates and deadlines. The deadline to place these orders with the hotel is Thursday March 22.

Hotel Rooms:

A special exhibitor rate of **\$99.00** per night will be offered to those companies who book their hotel rooms at The Stamford Plaza Hotel. The hotel reservations phone number is (877) 604-6072. Please call and make your room reservations by March 19 to secure this discount rate.

Floor Personnel Access:

- Badges will be distributed on-site at the Exhibitor Registration Desk upon arrival. Badges must be worn at all times during show hours.
- Under no circumstances will anyone under the age of 16, including infants, be allowed in the exhibit hall during move-in or move-out.

Move-In Instructions:

- All move-in activity that requires a loading dock is to take place in the main Loading Dock area. There are plenty of parking spaces and parking areas to stage your vehicle of any size. There are two main entrances that can be used for this purpose.
- You may also move in your booth contents from the parking garage entrance.

Move-In Hours:

Move-In hours are between 8:00am – 7:00pm on **Friday, March 23**.

The exhibit hall will close promptly at 7:00pm Friday evening so that we can lock all the ballroom doors and secure the facility.

If you must move in on Saturday morning, move-in hours are 8:00am to 10:00am, but please try to move-in on Friday if at all possible. The freight doors will close on Saturday morning at 10:00am. The show opens at 11:00am and ALL exhibits must be completely set up at that time.

Any special move-in needs should be communicated to me **as soon as possible**. We will try to accommodate any special needs.

Food and Beverage Sampling:

Food and beverage sampling is allowed by exhibitors.

Exhibitor Reception:

Be sure to join us on Saturday from 5:00pm to 6:00pm for a wine and cheese reception in the Gazebo/ Restaurant area in the lobby.

Security:

- We have hired an outside security guard service that will be on premises overnight on Friday and Saturday evenings.
- The hotel also has 24 hour security for the entrance areas.
- The ballrooms will be locked at 6:00pm each evening and opened at 8:00am each morning.
- We recommend that you bring a tarp, sheet or other type of covering to drape over any small items that may look tempting to a passer-by.

Balloons:

Helium filled balloons are allowed as part of your exhibit only if you are located in either of the ballrooms or adjoining foyers. The other spaces located in the Atrium/Lobby area have a 60 foot ceiling that make it impossible to retrieve castaways. Air filled balloons are allowed in any area.

Forklift:

Demers Exposition Services Decorating can provide forklift services at the loading dock area only if ordered with them in advance. The fee will depend on how many exhibitors order forklift services. Please call them directly for details.

Vehicles as Part of Your Exhibit:

You may have vehicles included as part of your exhibit only if you notify us that you are planning to do so in advance. Your booth must be located only in the International Ballroom. You must deliver your vehicles on a flat bed truck in order to drive them onto the exhibit floor level, which is 2 feet above ground level. All vehicles must be prepared as follows:

- Less than 1/4 tank of gas
- Remove the positive terminal wire and wrap with tape
- Tape over the gas tank cap

Directions to the Stamford Plaza Hotel Loading Dock area for Move-In:

- **From the Connecticut Turnpike (I-95) Traveling North:** Take Exit 8 and turn left onto Atlantic Street, which becomes a one way street called Bedford Street. The rear entrance to the hotel is on the left. (Approx. 1.5 miles). Pass this entrance and take the next immediate left at the sign that says "Hotel Receiving"
- **From the Connecticut Turnpike (I-95) Traveling South:** Take Exit 7 onto North State Street continue on North State Street, at second light take a right onto Atlantic Street. Follow Atlantic Street, which becomes a one way street called Bedford Street. The entrance to the hotel is on the left. (Approx. 1.5 miles). Pass this entrance and take the next immediate left at the sign that says "Hotel Receiving"
- **From the Merritt Parkway (Route 15) Traveling North:** Take Exit 34 and turn right onto Long Ridge Road. Follow Long Ridge Road, which becomes Summer Street. Enter hotel on left from Summer Street. (Approx. 2 miles). Enter the hotel driveway and keep going past the main guest parking garage until the stop sign. Take a left onto Bedford Street and an immediate left at the sign that says "Hotel Receiving" area.
- **From the Merritt Parkway (Route 15) Traveling South:** Take Exit 35 and turn right onto High Ridge Road. Follow High Ridge Road, which becomes Summer Street. Enter hotel on left from Summer Street. (Approx. 2 miles) Enter the hotel driveway and keep going past the main guest parking garage until the stop sign. Take a left onto Bedford Street and an immediate left at the sign that says "Hotel Receiving" area.

Exhibit Hours:

Saturday, March 2411:00am - 5:00pm

Sunday, March 2511:00am - 5:00pm

Move-Out Hours:

Sunday, March 255:00pm - 8:00pm

Notice: All exhibit halls must be cleared by 8:00pm. Any items left behind after 8:00pm will be collected and shipped back to the decorating company. Demers Expo Service will charge a collection and transportation fee directly to the exhibiting company for this service.

Move-Out Instructions:

Please do not start to pack up your booth contents until the show closes at 5:00pm, this will be strictly enforced.

- Once your exhibit is packed up and ready to go, you can then proceed to the loading dock area.
- The loading dock doors will not open until 5:00pm.

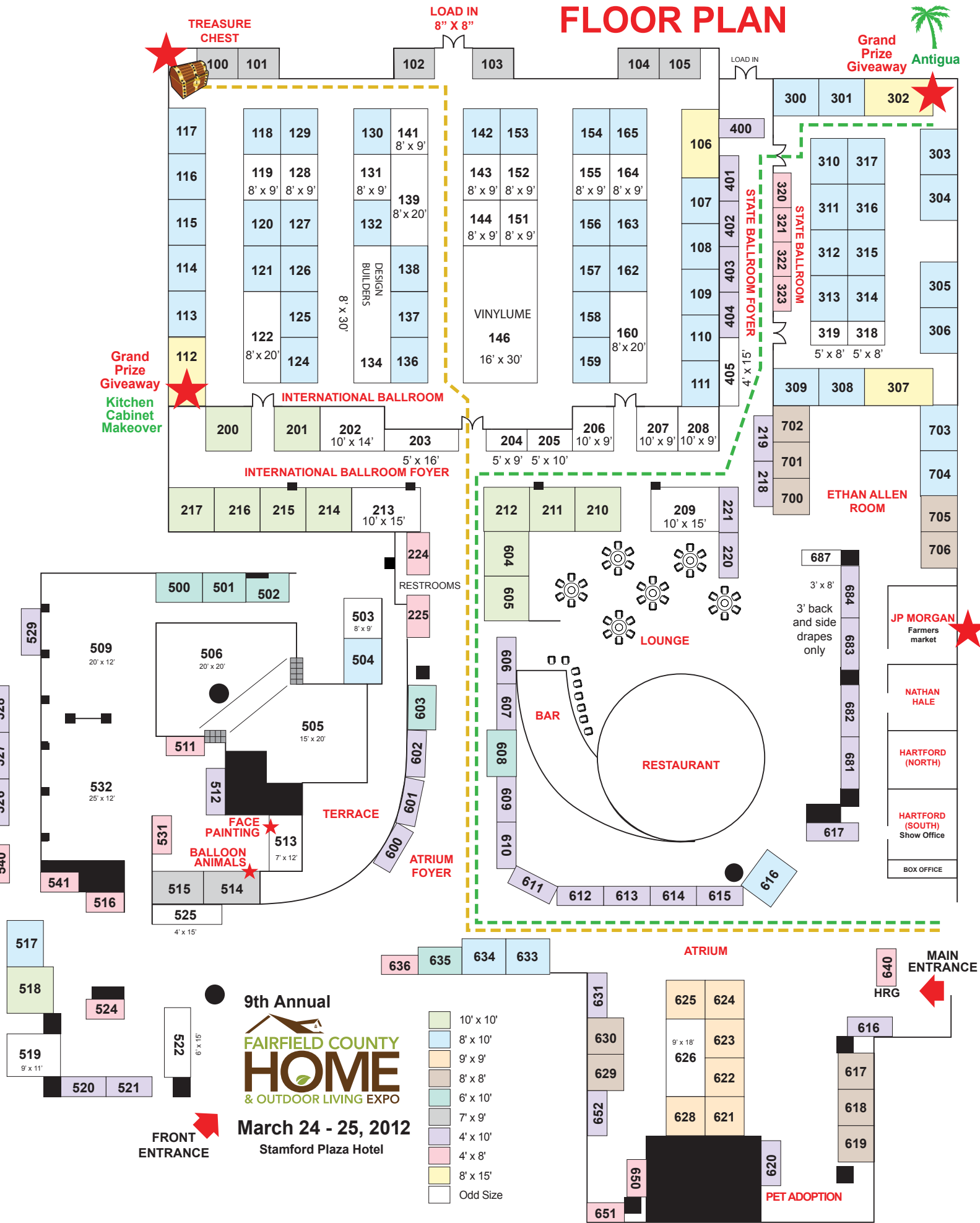
On-Site Connecticut Expos Staff Contact Information:

If you have any questions on-site during the show, please feel free to call upon any one of our team listed below, we will help you any way we can.

- **Nick Curci**, President. **Cell: (203) 414-4474.**
- **Annamarie Gagne**, Sales Manager. **Cell: (860) 916-6343.**
- **Andrea Garmun**, Sales Manager. **Cell: (203) 613-4095**

FLOOR PLAN

Grand Prize Giveaway 





Dear Exhibitor:

We would like to invite you to participate in our Treasure Chest Giveaway that will take place at this year's event. We are asking exhibitors to either donate an item or gift certificate to be given away to attendees throughout the show.

The minimum value of any item is \$50. This is a great way to promote your company to the attendees at the show. Donated items cannot be a discount off a product or service or subject to any purchase. The most popular donated items are: dinner for two at a local restaurant, movie tickets and free products or services that you sell in your business.

Every attendee walking through the door will receive a key to try his or her luck at opening the Treasure Chest that will be located in the back of the Hotel. If they have one of dozens of winning keys, they will be allowed to select an envelope with the company prize listed on the inside. They will then be instructed to take their prize claim certificate to the donor's booth location to claim their prize.

We will produce a sign listing all companies participating in the Treasure Chest Giveaway in an effort to provide you with more promotion. We will also make announcements of the winner's name, the donating exhibiting company name and the item as winners are determined.

Please complete the information below and **fax this form to us at (203) 227-9374.**

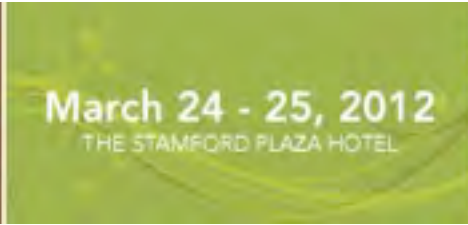
Company Name: _____

Donated Item(s): _____

Value of Item(s): \$ _____
(\$50 minimum)

Please be sure to bring the donated item(s) with you at the show so the attendees can pick them up at your booth during show hours.

Thank you for your participation!



Electricity/Internet/Phone Service Order Form

Services (rates are for show weekend):

- * Standard electrical service (household type plug-ins) for **\$90.40**.
- * 220 Volt electrical service for **\$265.88**.
- * Hard Wire Ethernet Internet connection for **\$53.18 (Most areas can connect with wireless for free)**
- * Hard Wire Telephone Lines for **\$159.53**. (NOT available in Terrace area)

There may be some areas in the Hotel where these services are difficult to provide.
 For displays that need extra wattage, higher rates will apply. If you need higher level service, please contact the Hotel representative, **Sara Subramanian** by phone at **(203) 978-5619** or by e-mail at **ssubramanian@stamfordplazahotel.com**.

Company: _____ Representative: _____ Telephone: _____

Booth # _____

- | | |
|--|-----------------|
| <input type="checkbox"/> Standard Electric # _____ @ \$90.40 for show weekend | Total: \$ _____ |
| <input type="checkbox"/> 220 Volt Electric # _____ @ \$265.88 for show weekend | Total: \$ _____ |
| <input type="checkbox"/> Wired Internet # _____ @ \$53.18 for show weekend | Total: \$ _____ |
| <input type="checkbox"/> Wired Phone Line # _____ @ \$159.53 for show weekend | Total: \$ _____ |

(6.35% Connecticut Sales Tax is included) Total All Services: \$ _____

Form of payment: Credit Card _____ (circle type below) Check to be mailed _____
 VISA MasterCard American Express
 Discover

Name as it Appears on Card: _____

Credit Card Number: _____ Exp: _____ CMP #: _____ (back of card)

****Copies of the front and back of the credit being submitted must be faxed over with the Electrical Form .**

I have read and agree to the conditions listed above (sign here): _____

If paying by check, mail to: Sara Subramanian, Stamford Plaza Hotel, 2701 Summer Street, Stamford, CT 06905.
 Please **FAX THIS FORM** directly to the hotel at **(203) 359-6474 attn: Sara Subramanian** as early as possible. Orders received on-site will take a long time to service, so **PLEASE order well in advance**. Orders received after **March 22, 2012** may be charged higher rates.

9th ANNUAL FAIRFIELD COUNTY HOME & OUTDOOR LIVING EXPO

OFFICIAL GUIDE



The Fairfield County market is estimated to represent over \$561 million annually in home furniture store sales.

In fact, over 265,000 Fairfield County residents plan some type of home improvement in the next 12 months.

Reach this lucrative market in the official guide to the Home & Outdoor Living Expo filled with features, exhibitor listings and a handy floor plan of the two-day event inserted into The Advocate, Greenwich Time and Brooks newspapers.

SHOW DATES

Saturday, March 24, 11am-5pm

Sunday, March 25, 11am-5pm

Stamford Plaza, 2701 Summer St, Stamford

**To advertise, or for more information,
contact your Hearst media consultant
or call (203) 964-2425**

PUB DATE **Thursday, March 22**

AD DEADLINE **Monday, January 30**

MULTI-MEDIA PACKAGES

Full Page - \$2,400

Full Page in HealthyLife

Full Page in In paper supplement in The Advocate,
Greenwich Time and all Brooks newspapers

Approximately 20,000 digital impressions March 22, 23, 24

Half Page - \$1,500

(vertical or horizontal)

Half Page in HealthyLife

Half Page in In paper supplement in The Advocate,
Greenwich Time and all Brooks newspapers

Approximately 20,000 digital impressions March 22, 23, 24

Quarter Page - \$1,000

Quarter Page in HealthyLife

Quarter Page in In paper supplement in The Advocate,
Greenwich Time and all Brooks newspapers

Approximately 20,000 digital impressions March 22, 23, 24

The ADVOCATE Greenwich Time

**BROOKS
NEWSPAPERS**

HEARST *media services*

stamfordadvocate.com

greenwichtime.com



Because you are valued exhibitor, **WEBE 108** & **WICC 600** wants to help you gain foot traffic to your booth during the expo, and your store after the expo.



Create Top of Mind Awareness during all drive times...

| | Monday-Friday |
|---|---------------|
| 6a-10a :10 Traffic/News Sponsorships | 5x |
| 3p-7p :10 Traffic/News Sponsorships | 5x |

Check here for a \$1,500 Weekly Investment on **WEBE 108**

Check here for a \$500 Weekly Investment on **WICC 600**

Weeks to run: _____

Take over the Weekend...

| | Saturday - Sunday |
|--------------------------|-------------------|
| 6a-8p :60 Commercials | 10x |

Check here for a \$1,000 Weekly Investment on **WEBE 108**

Check here for a \$500 Weekly Investment on **WICC 600**

Weeks to run: _____

Make an impression prior to the Expo...

| | Fri | Sat-Sun |
|-------------------------|-----|---------|
| 6a-10a :10 Traffic/News | 2x | |
| 3p-7p :10 Traffic/News | 2x | |
| 6a-7p :60 Commercials | | 4x |

Check here for a \$975 Weekly Investment on **WEBE 108**

Check here for a \$600 Weekly Investment on **WICC 600**

Weeks to run: _____

Client Signature: _____

Print Name: _____

Date: _____

Call Allison Sobieski- McAndrew today: 203-337-8328

Allison.sobieski@cumulus.com

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Expires 2/5/12.



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We were very pleased and impressed with the design, attention to detail and the quality of workmanship of our new kitchen and family room addition. We enjoy these both daily and highly recommend Design Builders & Remodeling.
—Anna & John of Their Clients

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The 1-Day Solution to Beautiful Wood Floors

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www.ringsend.com

Call 888-763-7621 for more information about Ring's End Installation Services!

AMERICAN FRAMELESS SHOWER DOOR

Come Visit Us in Booth 131 During the Spring Show!



Package A – Fire Accelerant

1. 2 FB posts per day/5 days
2. 2 tweets per day/5 days
3. Posts/tweets include CT Expo references/current information
4. Photo during event posted on FB & Twitter

Investment: \$150

Package B – Firestarter

1. FB Setup (includes business page, logo, Twitter tab)
2. Twitter Setup (includes logo, profile information)
3. 2 FB posts per day/5 days
4. 2 tweets per day/5 days
5. Posts/tweets include CT Expo references/current information
6. Photo during event posted on FB & Twitter

Investment: \$175

Package C – Steady Blaze

1. 2 FB posts per day/5 days
2. 2 tweets per day/5 days
3. Posts/tweets include CT Expo references/current information
4. Photo during event posted on FB & Twitter
5. Live 2 minute interview during the event to be tweeted/posted immediately to drive more traffic to the booth

Investment: \$200

SHOW FACTS

Fairfield County Home & Outdoor Living Expo Stamford Plaza Hotel, Stamford CT March 24-25, 2012

Fairfield County Home & Outdoor Living Expo-Stamford Hotel, Stamford CT 3/24-25/12

BOOTH EQUIPMENT

Each booth space includes 8' high back drape , 3' high side drape and 1-7"x44" ID sign

EXHIBIT HALL CARPET

The exhibit Hall is carpeted except for most of section 600

DISCOUNT PRICES

In order to receive discount rates listed on price sheet , we must receive your order by Monday, March 19, 2012

Exhibitor Move In:

Friday, March 23, 2012 from 8:00 am-7:00 pm
Saturday, March 24, 2012 from 8:00 am-11:00 am

SHOW HOURS:

Saturday, March 24, 2012 from 11:00 am-5:00 pm
Sunday, March 25, 2012 from 11:00 am-5:00 pm

Exhibitor Dismantle:

Sunday, March 25, 2012 from 5:00 pm-8:00 pm



CREDIT CARD AUTHORIZATION

To have orders charged to a Credit Card Account, please complete the information requested below and return this form with your order(s). Credit Card orders are subject to credit approval. Event site balances or charges for outstanding labor or miscellaneous items not previously paid will be charged to your Credit Card Account.

=====

CREDIT CARD: VISA MasterCard AMEX

ACCOUNT NUMBER: _____

EXPIRATION DATE: _____

SECURITY CODE (Visa/ Master Card 3 digit # on back, Amex 4 digit # on front): _____

CARDHOLDER'S NAME: _____

CARDHOLDER'S SIGNATURE: _____ **DATE:** _____

=====

Company Name: _____ Booth #: _____

Address: _____ Authorized by: _____

City/State/Zip: _____ Signature: _____

Phone: _____ Fax: _____ Date: _____

Email Address: _____

CREDIT AND PAYMENT POLICY

In addition to cash, company check or money order, VISA, MasterCard, and AMEX are accepted. The Credit Card Authorization section above must be completed and accompany all credit card orders. Please notify your company representative of the following:

- All orders must be paid in full and/or credit card authorization (above) be on file with your order(s) before any services are rendered. There will be no invoicing; purchase orders are not a form of payment.
- Payment for orders mailed to Demers in advance can be made by company check, money order, or credit card.
- Event site orders can be paid by cash or charged to a credit card account.
- International exhibitors must prepay all services in American funds.
- Items ordered, delivered to booth, then canceled, will not be refunded.
- Other refund requests will not be considered unless Exhibitor makes request of Demers prior to the close of the event.
- By submitting this credit card authorization you knowingly authorize Demers to Charge your credit card for any service rendered under the terms and conditions stated in the exhibitor kit. You also knowingly authorize your show site representative to sign for charges on your behalf.
- Exhibitor is responsible for cost of repair or replacement if equipment is lost, damaged or stolen while being rented.
- If a receipt for charges is required, please provide a self-addressed, stamped envelope with your order(s).

PAYMENT MUST BE INCLUDED WITH ALL ORDERS

DES-DEMERS EXPOSITION SERVICES, INC. - 151a Park Ave – East Hartford, CT 06108
860.882.0003 – Fax 860.761.0070
www.demersexpo.com



**Demers
Event
& Expo
Services**

Fairfield County Home & Outdoor Living Expo-Stamford Hotel, Stamford CT 3/24-25/12

SHOW SPECIAL

A show special which includes the following Equipment:

- One (1) 9'x10' carpet
- One (1) 6' skirted table
- Two (2) Folding Chairs
- One (1) Waste Basket

Is available at a price of \$229. That is a **10% saving** off advanced pricing.



- ORDER SUMMARY -

Subtotal: \$ _____

6.35%CT Sales Tax: \$ _____

Total Due: \$ _____

Payment Enclosed:
 Company Check Credit Card Authorization Money Order

Advance price deadline: March 19, 2012 Floor prices apply after this date.
 All items are for rental for the duration of the show only. Items ordered, delivered to booth, then canceled, will not be refunded.
 Other refund requests will not be considered unless Exhibitor makes request of Demers prior to the close of the show.
 Exhibitor is responsible for cost of repair or replacement if equipment is lost, damaged or stolen while being rented.

Company: _____
 Address: _____
 City/State/Zip: _____
 Authorized by: _____
 Signature: _____
 E-mail: _____

Booth #: _____
 Ordered by: _____
 Phone: _____
 Fax: _____
 Date: _____

Fairfield County Home & Outdoor Living Expo-Stamford Hotel, Stamford CT 3/24-25/12



SHOW SPECIAL

A show special which includes
the following Equipment:

- One (1) 6' skirted table
- Two (2) Folding Chairs
- One (1) Waste Basket

Is available at a price of \$116.00. That is a
10% saving off advanced pricing.



10'x10' Booth Package
Includes:
6' skirted table
Two Folding Chairs
Waste Basket

- ORDER SUMMARY -
Subtotal: \$ _____
6.35%CT Sales Tax: \$ _____
Total Due: \$ _____

Payment Enclosed:
 Company Check Credit Card Authorization Money Order

Advance price deadline: March 19, 2012 *Floor prices apply after this date.*
All items are for rental for the duration of the show only. Items ordered, delivered to booth, then canceled, will not be refunded.
Other refund requests will not be considered unless Exhibitor makes request of Demers prior to the close of the show.
Exhibitor is responsible for cost of repair or replacement if equipment is lost, damaged or stolen while being rented.

Company: _____
 Address: _____
 City/State/Zip: _____
 Authorized by: _____
 Signature: _____
 E-mail: _____

Booth #: _____
 Ordered by: _____
 Phone: _____
 Fax: _____
 Date: _____

DES-DEMERS EXPOSITION SERVICES, INC. - 151a Park Ave – East Hartford, CT 06108
 860.882.0003 – Fax 860.761.0070
 www.demersexpo.com



**Demers
Event
& Expo
Services**

Fairfield County Home & Outdoor Living Expo-Stamford Hotel, Stamford CT 3/24-25/12

STANDARD FURNISHINGS

Fairfield County Home & Outdoor Living Expo-Stamford Hotel, Stamford CT 3124-25112

| CARPETING | | | | |
|-----------|-----------------|---------|--------|----------|
| QTY | Carpet Size | Advance | Floor | Subtotal |
| | 9' x 10' Carpet | 125.00 | 155.00 | |
| | 9' x 20' Carpet | 220.00 | 306.00 | |
| | 9' x 30' Carpet | 330.00 | 430.00 | |
| | 9' x 40' Carpet | 410.00 | 530.00 | |

Carpet Color: Gray Blue Red Burgundy Emerald Green

| SPECIAL CUT CARPETING Includes Taping | | | | |
|---------------------------------------|-------|-------|-----------|----------|
| Booth Size: | ft. x | ft. = | sq. ft. x | \$1.35 = |
| | | | | |

| CARPET PADDING | | | | |
|----------------|-------|-------|-----------|--------|
| Booth Size: | ft. x | ft. = | sq. ft. x | 1.05 = |
| | | | | |

| DRAPED TABLES | | | | |
|---|--------------------|---------|--------|----------|
| Drape Color: Gray Blue Red Black White Green Burgundy | | | | |
| QTY | Table Size | Advance | Floor | Subtotal |
| | 2' x 4' x 30" high | 75.00 | 84.00 | |
| | 2' x 6' x 30" high | 89.00 | 97.00 | |
| | 2' x 8' x 30" high | 91.00 | 105.00 | |
| | 2' x 4' x 40" high | 80.00 | 95.00 | |
| | 2' x 6' x 40" high | 96.00 | 116.00 | |
| | 2' x 8' x 40" high | 110.00 | 129.00 | |

| UNDRAPED TABLES | | | | |
|-----------------|--------------------|---------|-------|----------|
| QTY | Table Size | Advance | Floor | Subtotal |
| | 2' x 4' x 30" high | 40.00 | 45.00 | |
| | 2' x 6' x 30" high | 45.00 | 51.00 | |
| | 2' x 8' x 30" high | 50.00 | 58.00 | |
| | 2' x 4' x 40" high | 45.00 | 53.00 | |
| | 2' x 6' x 40" high | 51.00 | 61.00 | |
| | 2' x 8' x 40" high | 56.00 | 73.00 | |

| WOOD TABLE RISERS | | | | |
|-------------------|-------------------|---------|-------|----------|
| QTY | Riser Size | Advance | Floor | Subtotal |
| | 4' x 10" undraped | 35.00 | 55.00 | |
| | 6' x 10" undraped | 45.00 | 65.00 | |
| | 4' x 10" draped | 45.00 | 65.00 | |
| | 6' x 10" draped | 55.00 | 75.00 | |

Drape Color: Gray Blue Red Black White Green Burgundy

| CHAIRS | | | | |
|--------|-----------------------|---------|-------|----------|
| QTY | | Advance | Floor | Subtotal |
| | Upholstered arm chair | 40.00 | 55.00 | |
| | Padded side chair | 35.00 | 50.00 | |
| | Tubular folding chair | 15.00 | 20.00 | |
| | Upholstered bar stool | 44.00 | 64.00 | |

| SPECIAL DRAPERY/SKIRTING | | | | |
|--------------------------|---------------------------------|---------|-------|----------|
| QTY | | Advance | Floor | Subtotal |
| | 8' high drapery per linear foot | 6.50 | 9.70 | |
| | 3' high drapery per linear foot | 4.00 | 6.00 | |
| | 13'-long table skirting | 45.00 | 55.00 | |

Color: Gray Blue Red Black White Green Burgundy
Circle choice

| ACCESSORIES | | | | |
|-------------|---------------------------------------|---------|--------|----------|
| QTY | | Advance | Floor | Subtotal |
| | Aluminum Rail/linear foot | 3.00 | 4.00 | |
| | Clothes Tree | 35.00 | 55.00 | |
| | Easel (Tripod Display) | 22.00 | 35.00 | |
| | Garment Rack | 40.00 | 55.00 | |
| | Panelboard (4' x 8') | 225.00 | 275.00 | |
| | Pegboard (4' x 8' White) | 225.00 | 275.00 | |
| | Stage (4' x 4' all heights up to 36") | 65.00 | 75.00 | |
| | Stage (4' x 4' w/carpet & skirt) | 85.00 | 95.00 | |
| | Stanchion Post (Chrome) | 35.00 | 45.00 | |
| | Stanchion Cord/linear foot | 4.00 | 6.00 | |
| | Waste Basket | 10.00 | 15.00 | |

- ORDER SUMMARY -

Subtotal: \$ _____
 6.35% CT Sales Tax: \$ _____
Total Due: \$ _____

Payment Enclosed:

Company Check Credit Card Authorization Money Order

Advance price deadline: March 19, 2012 Floor prices apply after this date.
 All items are for rental for the duration of the show only. Items ordered, delivered to booth, then canceled, will not be refunded.
 Other refund requests will not be considered unless Exhibitor makes request of Demers prior to the close of the show.
 Exhibitor is responsible for cost of repair or replacement if equipment is lost, damaged or stolen while being rented.

Company: _____
 Address: _____
 City/State/Zip: _____
 Authorized by: _____
 Signature: _____
 E-mail: _____

Booth #: _____
 Ordered by: _____
 Phone: _____
 Fax: _____
 Date: _____

DES-DEMERS EXPOSITION SERVICES, INC. - 151a Park Ave – East Hartford, CT 06108
 860.882.0003 – Fax 860.761.0070
 www.demersexpo.com



**Demers
 Event
 & Expo
 Services**

CUSTOM BOOTH RENTAL



This custom booth rental package includes: Three (3) full grey backwall panels (8 or 10 linear feet total); two (2) full grey sidewall panels (3 linear feet); brushed aluminum trim; one (1) 9' x 10' booth carpet (indicate color choice below); one (1) 30" high draped table (indicate table length and skirt color below); one (1) padded chair; one (1) waste basket; one (1) Company I.D. Sign (indicate I.D. sign letter color and text below- e-mail logo to info@demersexpo.com); show site delivery, setup and dismantling, Quantities are limited and are available on a first-come, first-served basis. This special booth package cannot be ordered at the show site.

Please circle your choices for the following items:

| | | | | | | | | |
|-----------------------------|-----|------|-------|----------|-------|-------|-------|--|
| 9' x 10' Carpet Color: | Red | Blue | Gray | Burgundy | | | | |
| Table Length: | 4' | 6' | 8' | | | | | |
| Table Skirt Color: | Red | Blue | Gray | Burgundy | White | Green | Black | |
| I.D. Sign Letter Color (1): | Red | Blue | Black | | | | | |

I.D. Sign Text (or email logo to info@demersexpo.com): _____

- ORDER SUMMARY -

| | |
|---|----------|
| # CUSTOM BOOTH RENTAL PACKAGES _____ x \$675.00 each: | \$ _____ |
| 10% Discount (two or more units): | \$ _____ |
| Subtotal: | \$ _____ |
| 6.35% CT Sales Tax: | \$ _____ |
| Total Due: | \$ _____ |

Payment Enclosed: Company Check Credit Card Authorization Money Order

Order deadline: Monday, March 19, 2012

Company: _____
 Address: _____
 City/State/Zip: _____
 Authorized by: _____
 Signature: _____
 E-mail: _____

Booth #: _____
 Ordered by: _____
 Phone: _____
 Fax: _____
 Date: _____

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**Demers
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Fairfield County Home & Outdoor Living Expo-Stamford Hotel, Stamford CT 3/24-25/12

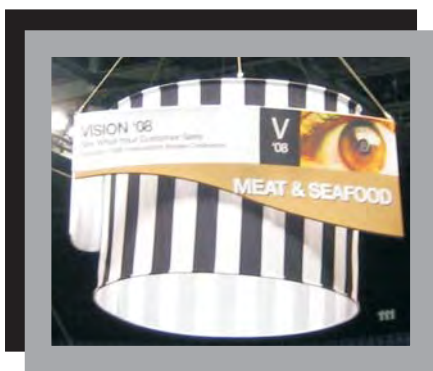
DIGITAL GRAPHICS AND SIGNS

Your presentation is everything!!!

Impress your potential new customer and stand out from your competitors with high impact digital graphics in your booth. Let our team of graphic designers and sign professionals bring your booth to the next level with high impact digital graphics.

The next pages are graphics order forms. Use these forms as a guideline or consult with our graphics team to determine what will be best for your booth.

Contact us at 860.882.0003



SIGN & GRAPHICS ORDER FORM

To order your graphics, complete this order form and attach your sign copy or electronic file. Please see artwork guidelines for electronic files on page 2 of this form. Note: All graphics are subject to a 100% Cancellation Charge.

DIGITAL GRAPHICS

DES-Demers Expo can provide you with the finest state of the art digital graphic reproduction available on the market today. Capabilities include full color spectrum, photo-quality, high-resolution digital printing in any size for banners, easel signage, exhibit graphics and more.

PRICING GUIDE

L X W = Square Feet

Round length and width up to nearest foot

Square Feet X \$9.00 per Square Foot Discount Price
 or
 Square Feet X \$14.00 per Square Foot Standard Price = Total

In order to receive discounted price order must be received 14 day prior to show move in date. Minimum order per graphic 6 sq. ft.; Double sq. ft. for double-sided graphics; File conversion, retouching, cloning or color correcting may incur additional labor charges (des will advise of charges before work is performed). **Please call an Exhibitor Sales Specialist for price quotes on graphics over 80 sq. ft.**

BACKING MATERIAL

Standard Material




- Foam Core PVC Fluted

Upgraded Material and additional 15% will be added to graphic for Material listed below:

- Sintra Gator Board Plexi

Please Check the backing material you would like if nothing is marked PVC Fluted will be used

SIGN LAYOUT

Vertical 
 Horizontal 
 DES's Designers to decide 

SPECIAL INSTRUCTIONS

Please indicated the file name that will be e-mail or upload to our ftp(see next page)

Total X 6.35% Sales Tax = Grand Total

If you will be ordering more than one graphic, please use one order form per graphic.

| | |
|-----------------------|-------------------|
| Company: _____ | Booth #: _____ |
| Address: _____ | Ordered by: _____ |
| City/State/Zip: _____ | Phone: _____ |
| Authorized by: _____ | FAX: _____ |
| Signature: _____ | Date: _____ |

Fairfield County Home & Outdoor Living Expo-Stamford Hotel, Stamford CT 3124-25112



ARTWORK & FILE GUIDELINES

DES-Demers Expo will provide you with the best possible quality graphics for your event or exhibit. You can assist us in that effort by providing digital art files using the guidelines listed below. If you are sending us completed, print-ready files, please pass the following information on to your graphics designer. Two overall considerations for submitting acceptable artwork involves proper resolution or size of the file to avoid poor quality images, and proper color matching information and proofs to ensure accurate color reproduction.

PREFERRED SOFTWARE AND FILE FORMATS

We are capable of working with both PC and MAC based software, and can accept art created with the following software programs:

- ADOBE—Illustrator, InDesign, and Photoshop
- COREL DRAW

The Following Files can be submitted for graphic reproduction:

- EPS and AI
- TIF
- PDF
- JPG

Vector formats are best to use. When using vector based formats include all fonts, or convert fonts to outlines or paths

File types that cannot use to reproduce high quality graphics include:

- GIF files
- Microsoft Office software files such as Word (.doc), or PowerPoint (.ppt) file types
- Self-extracting files, such as EXE or SEA files

HOW TO SEND ARTWORK

- Artwork files that are of acceptable resolution as listed above will typically be too large to send via email. Files may be saved and sent via overnight delivery on either a CD-ROM or a DVD, along with the hard-printed proof copy. (Floppy disks and zip drives are not a good option for sending large graphics files.)
- Files may also be posted to DES-DEMERS FTP site. You may get the password and other needed information from your DES service representative in order to post files. However, a hard copy proof and backup of the files on CD-Rom/DVD are not necessary but requested. Please call 860.882.0003 for assistance and a ftp password.
- If your artwork files are below 6 megabytes they can be e-mailed to staff@demersexpo.com.

Fairfield County Home & Outdoor Living Expo-Stamford Hotel, Stamford CT 3/24-25/12



MATERIAL HANDLING ORDER FORM

Materials can be shipped in advance to Demers Warehouse or directly to the Stamford Hotel. Exhibitor is responsible for making prepaid inbound and outbound shipping arrangements; collect shipments or shipments billed to Demers will not be accepted. All shipments must be consigned to Demers and material handling services prepaid. Demers material handling services include receiving shipments, providing delivery to booth, storage of empty packing materials, and return of outbound shipments to The Stamford Hotel's loading dock. Demers is the exclusive material handler at the Stamford Hotel all freight shipped via 3rd party carrier will be received by Demers and Material handling Charges will apply. The Use of mechanized material handling is strictly prohibited.

ADVANCE SHIPPING ADDRESS
Please use enclosed labels on all pieces

TO: (Name of Exhibitor & Booth Number)
FOR: Fairfield County Home & Outdoor Living Expo
 c/o Demers Exposition Services, Inc.
 151a Park Ave
 East Hartford, CT 06108

Demers Warehouse will receive crated shipments and provide up to 30 days storage prior to the event. Uncrated shipments or loose materials will not be received at Demers Warehouse. Shipments can be received weekdays (excluding holidays) 8:30 a.m.-3:30 p.m.
Deadline: Monday, March 19, 2012
Rate: \$65.00 per cwt (100 lbs.) per shipment; weights are rounded to the next 100 lbs.; minimum charge 2 cwt per shipment.
Special: Any materials with dimensions in excess of 86" x 96" will be assessed a 75% special handling fee.
Overtime: Includes all applicable overtime charges
Late Shipments: Demers reserves the right to accept or refuse shipments arriving at Demers Warehouse after the deadline referenced above. If accepted, exhibitor will be charged an additional \$10.00 per cwt, \$70.00 minimum. Shipment received without payment will be accessed late charge.

DIRECT SHIPPING ADDRESS – TO EVENT SITE
Please use enclosed labels on all pieces

TO: (Name of Exhibitor & Booth Number)
FOR: Fairfield County Home & Outdoor Living Expo
 c/o Demers Exposition Services, Inc.
 Stamford Plaza Hotel
 2701 Summer Street
 Stamford, CT 06905

Demers will receive UPS, FEDEX, Airborne and U.S. Postal Service shipments at the event site on move-in day(s) only. Arrival at any time other than exhibitor move-in day(s) will be refused. Direct shipment will only be received March 23,24,25, 2012
Rate: \$61.00 per cwt (100 lbs.) per shipment; weights are rounded to the next 100 lbs.; minimum charge 2 cwt per shipment.
Overtime: Rates include all applicable overtime charges
Late Shipments: Shipments receive without payment will be accessed a late fee
DIRECT SHIPMENTS: Direct shipment will only be accepted at the Stamford Plaza Hotel on March 23,24,25, 2012. Shipments received at the Stamford Plaza Hotel Prior to March 23, 2011 will be redirected to the advanced warehouse and accessed 50% of the drayage cost as a redirect fee.

Outbound Shipments: Exhibitors who have freight going outbound after the event must present a bill of lading at Demers Service Desk at the event site. Exhibitors can make arrangements with their carriers to take their shipment(s) at the close of the event, or arrange with Demers to return shipment(s) to Demers warehouse for outbound shipping. If returning to DES Warehouse, an additional \$32.00 per cwt (100 lbs.) will be charged (minimum charge \$64.00). Shipments returned to Demers Warehouse at the close of event for outbound shipping can be picked up by Exhibitor's carrier beginning Tuesday, March 27, 2012 (Warehouse hours are M-F, 8:30 a.m.-3:30 p.m. except Holidays). Exhibitor is responsible for making prepaid outbound shipping arrangements.

PLEASE COMPLETE THE FOLLOWING:

| | CARRIER | # PIECES | SHIPMENT WEIGHT | x RATE per 100 lbs.* | MINIMUM CHARGE/SHIPMENT* | ESTIMATED CHARGES |
|------------|---------|----------|-----------------|----------------------|--------------------------|-------------------|
| SHIPMENT 1 | | | lbs. | \$65.00 or \$61.00 | \$130.00 or \$122.00 | \$ |
| SHIPMENT 2 | | | lbs. | \$65.00 or \$61.00 | \$130.00 or \$122.00 | \$ |
| SHIPMENT 3 | | | lbs. | \$65.00 or \$61.00 | \$130.00 or \$122.00 | \$ |
| SHIPMENT 4 | | | lbs. | \$65.00 or \$61.00 | \$130.00 or \$122.00 | \$ |

| | | | |
|--|-------------------|-----------------|----|
| LATE SHIPMENT(s) to DES Warehouse | \$ 10.00/cwt | \$70.00 minimum | \$ |
| | 6.35%CT Sales Tax | | \$ |
| TOTAL ESTIMATED CHARGES | | | \$ |

Payment Enclosed: Company Check Credit Card Authorization Money Order

Total due must be paid before material handling services are provided. If a statement is required, please include a self-addressed, stamped envelope with your order(s).

Company: _____
 Address: _____
 City/State/Zip: _____
 Authorized by: _____
 Signature: _____
 E-mail: _____

Booth #: _____
 Ordered by: _____
 Phone: _____
 Fax: _____
 Date: _____

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**Demers
Event
& Expo
Services**

Fairfield County Home & Outdoor Living Expo-Stamford Hotel, Stamford CT 3124-25112

SHIPPING LABELS

PLEASE USE LABEL BELOW FOR ADVANCE SHIPMENTS

RUSH! **DES FREIGHT**

TO: _____
EXHIBITING COMPANY
Fairfield County Home & Outdoor-3/24-25/12

BOOTH NUMBER(s)
c/o Demers Exposition Services, Inc.
151a Park Ave
East Hartford, CT 06108

Carrier _____

Number _____ of _____ pieces



Fairfield Home & Outdoor

PLEASE USE LABEL BELOW FOR DIRECT SHIPMENTS

RUSH! **DES FREIGHT**

TO: _____
EXHIBITING COMPANY
Fairfield County Home & Outdoor-3/24-25/12

BOOTH NUMBER(s)
c/o Demers Exposition Services, Inc.
Stamford Plaza Hotel
2701 Summer Street
Stamford, CT 06905

Carrier _____

Number _____ of _____ pieces



Fairfield Home & Outdoor

PLEASE USE LABEL BELOW FOR ADVANCE SHIPMENTS

RUSH! **DES FREIGHT**

TO: _____
EXHIBITING COMPANY
Fairfield County Home & Outdoor-3/24-25/12

BOOTH NUMBER(s)
c/o Demers Exposition Services, Inc.
151a Park Ave
East Hartford, CT 06108

Carrier _____

Number _____ of _____ pieces



Fairfield Home & Outdoor

PLEASE USE LABEL BELOW FOR DIRECT SHIPMENTS

RUSH! **DES FREIGHT**

TO: _____
EXHIBITING COMPANY
Fairfield County Home & Outdoor-3/24-25/12

BOOTH NUMBER(s)
c/o Demers Exposition Services, Inc.
Stamford Plaza Hotel
2701 Summer Street
Stamford, CT 06905

Carrier _____

Number _____ of _____ pieces



Fairfield Home & Outdoor

Fairfield County Home & Outdoor Living Expo-Stamford Hotel, Stamford CT 3/24-25/12



LIABILITY AND INSURANCE BULLETIN

Fairfield County Home & Outdoor Living Expo-Stamford Hotel, Stamford CT 3/24-25/12

DEMERS EXPOSITION SERVICES, INC. shall not be responsible for damage to uncrated materials, improperly packed materials, or concealed damage.

DEMERS EXPOSITION SERVICES, INC. shall not be responsible for loss, theft or disappearance of exhibitor's materials after same have been delivered to exhibitor's booth.

DEMERS EXPOSITION SERVICES, INC. shall not be responsible for loss, theft or disappearance of materials before they are picked up from exhibitor's booth for reloading after the event. Bills of lading covering outgoing shipments which are furnished to DEMERS EXPOSITION SERVICES, INC. by exhibitors will be checked at time of our actual pick-up from booth and corrections made where discrepancies occur.

DEMERS EXPOSITION SERVICES, INC. shall not be responsible for loss, damage or delay due to fire, acts of God, strikes, lockouts or work stoppages of any kind, or to any causes beyond its control.

DEMERS EXPOSITION SERVICES, INC.'s liability shall be limited to physical loss or damage to the specific article which is lost or damaged, and in any event, DEMERS EXPOSITION SERVICES, INC.'s liability shall be limited to \$0.30 per pound.

DEMERS EXPOSITION SERVICES, INC. shall not be liable to any extent whatsoever for any actual, potential or assumed loss of profits or revenues, or for any collateral costs which may result from any loss or damage to an exhibitor's materials which may make it impossible to exhibit same.

The consignment or delivery of a shipment to DEMERS EXPOSITION SERVICES, INC. by an exhibitor, or by any other shipper on behalf of the exhibitor, shall be construed as an acceptance by such exhibitor (and/or other shipper) of the terms and conditions set forth in this bulletin.

EXHIBITORS REQUIRING ADDITIONAL INSURANCE COVERAGE SHOULD ARRANGE TO PLACE SAME THROUGH THEIR AGENT OR BROKER.

