

George Fern Company

Expositions • Corporate Events • Exhibits

Nationwide

CONVENTION AND EXPOSITION CONTRACTORS AND DECORATORS SINCE 1909

2310 OLD STEELE CREEK ROAD
CHARLOTTE, NORTH CAROLINA 28208
TELEPHONE 704 • 398-7440
FAX 704 • 398-7444

George Fern Company is pleased to learn that your organization will be an exhibitor in the 29th Annual Dickens Christmas Show. As the Official Service Contractor for this exhibit, we are enclosing various equipment rental and service order forms for your information and use. We suggest that you anticipate your requirements, complete all appropriate forms and return them immediately as indicated on the respective letterheads.

29th Annual Dickens Christmas Show November 11-14, 2010

SHOW LOCATION	Myrtle Beach Convention Center Myrtle Beach, South Carolina		
SHOW COLORS	The show colors for this show will be as follows; back drape will consist of 4 panels, of Red; the side drape will be Red. Aisles will be carpeted in Red.		
BOOTH EQUIPMENT	Each booth will be equipped with 8' high back drape, 3' high side drape and one 7" x 44" identification sign.		
EXHIBITOR SET-UP	Wednesday, November 10, 2010	8:00 A.M.	- 10:00 P.M.
EXHIBIT HOURS	Thursday, November 11, 2010	9:00 A.M.	- 6:00 P.M.
	Friday, November 12, 2010	9:00 A.M.	- 6:00 P.M.
	Saturday, November 13, 2010	9:00 A.M.	- 6:00 P.M.
	Sunday, November 14, 2010	Noon	- 6:00 P.M.
EXHIBITOR MOVE-OUT	Sunday, November 14, 2010	6:00 P.M.	- 10:00 P.M.
DISCOUNT PRICES	To qualify for ADVANCE DISCOUNT PRICES , full credit card payment including 9.0% tax MUST be included with your order and must be RECEIVED BY Friday, October 29, 2010. Allow 5 days for mailing. Orders RECEIVED AFTER Friday, October 29, 2010, orders received WITHOUT credit card information and payment, and orders PLACED AT THE SHOW will be charged at STANDARD LATE ORDER PRICES .		
PAYMENT POLICY	Our CREDIT POLICY requires 100% payment with order for service, tax and anticipated freight. CREDIT CARD information for payment of advance and show site orders must be forwarded to the George Fern Co. in order for us to provide any equipment or services. The PAYMENT AUTHORIZATION FORM must accompany your order.		

We realize that exhibiting in a convention can be complicated. If you need assistance or additional information not covered in the Exhibitor Service Kit, please contact our Exhibitor Service Department at (704) 398-7440 or use our FAX number, (704) 398-7444.

We look forward to serving you.

Nancy Totherow
George Fern Company

CARPET RENTAL ORDER FORM

Return to:

George Fern Company

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2310 OLD STEELE CREEK ROAD * CHARLOTTE, NC 28208

TELEPHONE 704/398-7440 * FAX 704/398-7444

DEADLINE for return of this form: October 29, 2010

PAYMENT POLICY: Payment in full, including tax, must accompany order and be received at our office by deadline to qualify for discount rates. Please complete payment authorization form.

CANCELLATION POLICY: Cancellation after deadline will be charged at 50% of prevailing rate. Cancellation after installation will be 100% of prevailing rate.

LATE REQUEST: Requests after deadline will be filled as available at the standard rate.

COLOR/SIZE SELECTION: Choices not indicated will be selected by Geo. E. Fern Co. to coordinate with show colors and size of exhibit.

STANDARD EXHIBIT BOOTH CARPET

Standard exhibit booth carpet price includes rental, installation, removal and front edge taping only.

Standard booth carpet is designed for use in standard size exhibit booths. This carpet is not designed to cover complete booth areas since the rental cost does not include seaming and the carpets are not guaranteed to be a color match. **If complete exhibit area carpet is desired, see selection below.**

CHECK ONE	DISCOUNT RATE	STANDARD RATE	CHECK ONE	DISCOUNT RATE	STANDARD RATE
<input type="checkbox"/> 9 FT x 10 FT (301)	\$ 50.60	\$ 63.20	<input type="checkbox"/> 9 FT x 30 FT (303)	\$ 151.90	\$ 189.60
<input type="checkbox"/> 9 FT x 20 FT (302)	\$ 101.25	\$ 126.40	<input type="checkbox"/> 9 FT x 40 FT (304)	\$ 202.50	\$ 252.75

CHECK COLOR DESIRED FOR STANDARD EXHIBIT BOOTH CARPET:

() Red (14) () Blue (06) () Maroon (11) () Grey (09) () Plum (19) () Black (04) () Seafoam (20) () Madison (80)

COMPLETE EXHIBIT AREA CARPET

Complete exhibit area and custom carpet price includes laying, trimming, seaming, wastage, edge taping, rental and removal for carpet specifically cut to your exact measurements.

	DISCOUNT RATE	STANDARD RATE	TOTAL
<input type="checkbox"/> Complete Area Size (314) _____ FT x _____ FT = _____ SQ FT @	\$ 1.00 /sq. ft.	\$ 1.30 /sq. ft.	= \$ _____

CHECK COLOR DESIRED FOR COMPLETE EXHIBIT AREA CARPET:

() Red (14) () Blue (06) () Maroon (11) () Grey (09) () Plum (19) () Black (04) () Seafoam (20) () Madison (80)

CUSTOM DECORATORS PLUSH CARPET

Custom carpet is an upgraded carpet in 12 decorator colors. Swatches will be sent to you upon your request. Order must be received in our office 4 weeks prior to show. Minimum order for custom carpet is 100 sq. ft.

NOTE: Carpet is 10 ft. wide - Minimum Order is 100 sq. ft.

	DISCOUNT RATE	STANDARD RATE	TOTAL
<input type="checkbox"/> Custom Carpet Size (328) _____ FT x _____ FT = _____ SQ FT @	\$ 2.25 /sq. ft.	\$ 2.65 /sq. ft.	= \$ _____

CHECK COLOR DESIRED FOR CUSTOM CARPET:

(Other colors available upon request.)

() Cherry Red (46) () Colony Blue (62) () White (63) () Burgundy (48)
 () Grey Pearl (64) () Berry (51) () Ebony (47) () French Beige (65)
 () Charcoal (66) () Emerald (67) () Blue Mist (68) () Mocha (61)

PADDING - PLASTIC COVERING - TAPE

RATES INCLUDE INSTALLATION AND REMOVAL

	DISCOUNT RATE	STANDARD RATE	TOTAL
<input type="checkbox"/> Padding Area Size (350) _____ FT x _____ FT = _____ SQ FT @	\$.37 /sq. ft.	\$.47 /sq. ft.	= \$ _____
<input type="checkbox"/> Plastic Covering Area (360) _____ FT x _____ FT = _____ SQ FT @	\$.10 /sq. ft.	\$.12 /sq. ft.	= \$ _____
<input type="checkbox"/> Additional Carpet Tape (370) _____ LN FT @	\$.75 /ln. ft.	\$.95 /ln. ft.	= \$ _____

SEE ENCLOSED CLEANING SERVICE ORDER FORM FOR VACUUMING OF CARPET

No credit will be given after close of event on items or services ordered, but not received. If you have a problem please see the Geo. E. Fern Co. Service Desk Personnel at the event site prior to opening.

Charges listed above include delivery to your booth, rental (not sale) during the event, and removal.

Sub Total: \$ _____

9.00 % Tax: \$ _____

TOTAL \$ _____

Yes, I have completed and enclosed the Payment Authorization form.

Name of Event **29th Annual Dickens Christmas Show (6381-10)** Booth Number _____

Firm Name _____ Phone (____) _____ Fax (____) _____

Address _____ Street _____ City, State _____ Zip Code _____ E-Mail _____

Print/Type Name _____ Signature _____ Date _____

EM03M004 (Must be received in our office by deadline)

06381-10

Return to:

**NO SERVICES REQUIRED
RESPONSE FORM**

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Thank You

We have reviewed the attached order forms but DO NOT need services or materials from the George E. Fern Co. for this event. Should our requirements change, we understand that we can order equipment and services at the show, at the prevailing floor order prices.

Our Company Name is _____

Our Booth Number is _____

(Please return this form promptly so that you will not receive follow up communications)

Name of Event **29th Annual Dickens Christmas Show (6381-10)** Booth Number _____

Firm Name _____ Phone (____) _____ Fax (____) _____

Address _____ E-Mail _____
Street City, State Zip Code

Print/Type Name _____ Signature _____ Date _____