

Official Expo Service Contractor

Exhibitor Service Manual

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28TH ANNUAL
NEW ENGLAND
PRODUCTS
TRADE SHOW • 2012

New England Products Trade Show
nepts.com
SETUP DATE: Friday, March 16, 2012
March 17-19, 2012 (Saturday-Monday)

Portland Sports Complex
Portland, Maine
portlandsportscomplex.com

Green Tree Event Consultants
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Welcome

Green Tree Event Consultants, a division of Giraffe Events, provides official exhibitor services including electrical, furniture & accessories, carpet and additional labor services. We appreciate your business and look forward to helping you prepare for your show. Thank you!

Important Information

1. Please submit order forms for the items you need (via mail or fax). **Orders are not processed until payment is received either via check, cash or credit card.**
 2. All accounts must be settled prior to the start of the show. No credits are issued after the start of the show. Returned checks are charged \$35.
 3. Charges for outbound labor, freight or other unpaid items will be charged to your credit card.
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Prepaid Pricing Deadline

To receive the lower prepaid pricing rates, full payment must be received with your order by:
March 9, 2012.

Credit Card Authorization

SHOW	NEW ENGLAND PRODUCTS TRADE SHOW 2012
COMPANY	
CONTACT	
PHONE NUMBER	
CREDIT CARD BILLING ADDRESS	
ZIP CODE	V-CODE (LAST THREE DIGITS ON BACK OF CARD)
AMOUNT OF PAYMENT	
CREDIT CARD NUMBER	
EXPIRATION DATE	
CARD TYPE	<input type="checkbox"/> MASTERCARD <input type="checkbox"/> VISA <input type="checkbox"/> DISCOVER
SIGNATURE	DATE
CONTACT PERSON ON SITE:	
CELL PHONE	
BOOTH NUMBER:	

Items I'm ordering:

- Electrical Carpet/Furnishings
 Materials Handling Labor Other
-

GENERAL INFORMATION

To help our exhibitors manage the details of exhibiting, we coordinate the details for other services you may wish to order. Those items might include additional electrical, carpeting, labor to set up your booth and other items which are not included in your booth package. Please return your completed order forms as soon as possible for best pricing.

A. Booth Equipment - Included

Each booth will be set with:

- 8' high pipe & drape backwall
- 8' high pipe & drape sidewalls
- 1 - 5 amp outlet
- 1 wastebasket
- 1 ID sign (7" x 40" with company name, booth #)

B. Show Colors

Cream

C. Booth Size

Please refer to your package ordered for specific booth size.

D. Exhibitor Move In Schedule

Friday, March 16th, 2012.

Your specific load in time is determined by your booth location. Check the floor plan for your designated load-in time.

E. Exhibitor Move Out Schedule

Monday, March 19th, 2012 at close of show (4pm).

F. Material Handling

We can provide pre-show material handling services including:

- receipt of packages, crates, and exhibit materials at our warehouse up to 30 days prior to the show
- receipt of materials during move in
- delivery of materials to booth
- removal and return of empty containers
- reloading to designated carriers at show close
- 8' high sidewall

Services are provided at the attached rates and are the sole responsibility of each exhibitor and the company they represent.

G. Labor

Our labor services include:

- installation and removal of exhibits
- overhead sign hanging
- general labor

All contractors working in the exhibit hall must be approved by Giraffe Events or Green Tree Event Consultants and show proof of insurance.

H. Safety

Furnishing should not be used as ladders. Smoking is prohibited in the exhibit hall. Please use extreme caution during move-in and move-out times.

I. Helpful Hints

- Pre-order furnishings to save money.
- Review the material handling and labor guidelines to avoid unexpected charges.
- Follow all shipping instructions.

J. Fire Safety

If you plan to use your own drape or other cloth material in your booth, you must have a certificate showing proof of fire rating. This certificate should be available to show the fire inspector at your booth.

K. Show Site Shipping Address

Materials sent directly to the show site will not be accepted prior to **March 16, 2012**. All packages should be addressed as follows:

<p>[Exhibiting Company Name/Booth Number] Box _____ of _____ NEW ENGLAND PRODUCTS TRADE SHOW Portland Sports Complex 512 Warren Avenue Portland, ME 04103</p>
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** Any shipment not hand-delivered directly to your booth by the carrier will incur handling charges at the prevailing rate.*

Electrical Service - Order Form

PREPAID RATES apply only to orders paid in full by **March 9, 2012**.

STANDARD RATES apply to orders after this cut off date; no exceptions.

Electrical service will be supplied when orders are paid in full. The proper amount of amperage for your machinery, exhibit, lights or appliances is the sole responsibility of the exhibiting firm. Green Tree Event Consultants reserves the right to adjust any electrical service order to insure your safety. Adjusted orders will be billed at the standard rate less the prepaid amount of your original order. All equipment supplied by the exhibitor must pass local and national code guidelines. All equipment is subject to our installers approval.

Company: _____ Contact _____
 Cell Number: _____

ITEM	PREPAID	STANDARD	QUANTITY	TOTAL
Electrical first 5 amps - FREE with booth	-	-		
5 amps (550 watts) single outlet	\$65	\$85		
10 amps (1100 watts) duplex outlet	\$80	\$100		
20 amps (2200 watts) quad box	\$95	\$115		
FLOOD LIGHTING				
100 watt post, 2 heads (vertical)	\$68	\$75		
250 watt flood bar, 4 heads (horizontal, above booth)	\$90	\$105		
SPECIAL ELECTRICAL SERVICE				
*208 volts single phase/single connection				
10 amp (1100 watts)	\$140	\$180		
20 amp (4000 watts)	\$165	\$220		
SERVICE ACCESSORIES				
Quad box	\$10	\$20		
Extension cord (25 feet)	\$20	\$30		
Corner Booth Pipe (for lighting/hanging)	\$20	\$30		
WIRELESS INTERNET	\$25	\$25		
SUB TOTAL (Electrical)				
SALES TAX (5% - MAINE)				
TOTAL				

How do I know how much power I need to order?

If you're not sure how much power you need, we've listed a few items to help you determine your needs.

Standard Laptop 250-550 watts

Standard Desktop PC 400-700 watts

Halogen Lights, 2-250 watts 500 watts

You may group certain items on a single circuit as long as they don't exceed the overall limit ordered. However, some equipment requires its own circuit to run properly. For example, microwaves and refrigerators require their own circuit--so a laptop and microwave should not be combined on a single circuit.

FURNITURE AND ACCESSORIES ORDER FORM

PREPAID RATES apply only orders paid in full by **March 9, 2012**.

All orders must be received by this date to guarantee item or color.

Note: The Portland Sports Complex floor is green astroturf; carpet is optional.

Company: _____ Contact _____

FURNITURE ITEMS	PREPAID	STANDARD	QUANTITY	TOTAL
TABLES - UNDRAPED				
2'W x 4' L	\$15	\$25		
2'W x 6' L	\$25	\$30		
2'W x 8' L	\$25	\$30		
30" round	\$25	\$30		
40" leg extensions	\$15	\$30		
TABLES - SKIRTED (30" H)				
2'W x 4' L	\$45	\$60		
2'W x 6' L	\$55	\$70		
2'W x 8' L	\$60	\$80		
30" round	\$45			
COUNTERS - SKIRTED (40' H)				
2'W x 4' L	\$58	\$75		
2'W x 6' L	\$67	\$85		
2'W x 8' L	\$80	\$95		
OTHER				
Folding Chairs	\$3	\$5		
Easel	\$15	N/A		
SUB-TOTAL (Furniture)				

Please check skirting color: White Blue Black Teal Gold Plum Red Green

CARPET	PREPAID	STANDARD	QUANTITY	TOTAL
<i>Note: The Portland Sports Complex floor is green astroturf; carpet is optional.</i>				
8' X 10'	\$79	N/A		
10' X 10'	\$100	N/A		
SUB-TOTAL (Carpet)				

Please check carpet color: Blue Plum Red Green Gray

SUB-TOTAL ALL				
SALES TAX (Maine - 5%)				
GRAND TOTAL				

ADVANCED LABOR ORDER FORM

PREPAID RATES (\$55 per hour) apply only orders paid in full by **March 9, 2012**.
STANDARD/FLOOR RATES are \$60 per hour.

Exhibitors who would like assistance in booth setup can arrange for labor onsite as follows.

Please complete order form below:

	DATE	TIME	# OF MEN	APPROX HOURS	TOTAL HOURS	RATE/HOUR	TOTAL COST
ADVANCED LABOR							
Labor to install						\$55	
Labor to dismantle						\$55	
Labor to move in/out						\$55	
TOTAL							

Company: _____ Contact _____

Please select your plan and return completed forms:

A. Exhibitor Supervision

All work is performed under the supervision of the exhibitor.

B. Giraffe Events Supervision

All work is done under the direction of our personnel.

Our charge for this service is \$55 per hour.

(Setup instructions must be provided)

Name: _____

Company: _____

Cell phone of on-site representative:

Frequently Asked Questions - Power

Is wireless internet available?

Wireless internet is available for a \$25 fee. This fee covers the entire 3-day show. You may order wireless internet by using the Electrical Order Form provided in this kit.

When will power be installed?

Power will be installed no later than Saturday morning, March 17th, 7:30am.

How much power do I need?

Power is based on voltage, then on total wattage or amperage of your items.

For 120 Volts:

Common home/office equipment that plugs into a standard wall outlet (in North America) will require 120 volt power. The wattage or amperage of the item is usually located on the back or bottom (we've listed few common items on the electrical order form). Simply add the wattage of each piece. If power usage is rated in amps, convert into watts as follows:

1 amp = 100 watts

For lighting, simply add the total wattage of the bulbs. Add the equipment and lighting wattages together for the total power requirements.

For 208 Volt and Higher

Please contact us directly to answer any questions you may have.

How many outlets do I get?

You have one outlet included in your booth package. If you have multiple items to plug in, a power strip will be necessary. You are responsible for your own power strips and extension cords.

Can I bring my own extension cords and power strips?

Exhibitors can use their own equipment as long as

- strips have circuit protection and UL listed
- equipment must be 3wire and UL listed
- equipment is in good working condition

Where will the power be located?

Power is provided at the back of the booth on the floor.

Frequently Asked Questions - Booth Set-Up

Can I load in before/after Friday?

We're sorry but No. Due to the tight schedule of load-in and the contract with the venue, exhibitors may only load-in on Friday.

Can I load out before the show ends on Monday?

We're sorry but No. Because of safety concerns and the number of buyers still in attendance, exhibitors are not permitted to begin break-down or load-out until the show officially closes at 4:00pm on Monday.

Do I need carpet?

The Portland Sports Complex is carpeted with green Astroturf. If you wish to have a specific color of carpet, you may order it through Green Tree Event Consultants, using the order form in this kit, or you may bring your own carpet. Please note: if bringing your own carpet, it must be fireproofed and may not exceed the dimensions of your booth space.

What will my booth look like?

Your booth is constructed of 8' high side and back walls, made from pipe and cream-colored drape. You will also have a wastebasket and a 7" x 44" company ID sign, identifying your booth and booth #. The floor of the Portland Sports Complex is green Astroturf so the floor of your booth will be green unless you order/bring carpet.

Can I hang anything on the pipe?

Yes, as long as whatever you're hanging doesn't push against the drape in any way - keep in mind, you have a neighbor on the other side of the drape. If what you've hung pushes against the drape, it's pushing into their booth. You will need to use S-hooks to hang because you will not be able to tie or wrap anything around the pipe (it's covered in drape).

Is lighting really necessary?

We highly recommend it. Not only does it showcase your product but it helps to give your booth a brightness that's noticeably different from darker booths. You can bring your own lighting (make sure you know how much power you need and order extra if needed) or you can order lighting using this kit.

How many of my sales materials do I need for the 3 days of the show?

We recommend that you have 500 of whatever you plan on giving out (order forms, brochures, sales sheets, etc.). We also recommend that you bring a flash drive with you, loaded with whatever you may run out of and would need to print more of. This way, you can run to a copy center or post office and make more copies on the fly if you need to. There is no copier or printer available for exhibitor use at the show venue.

Frequently Asked Questions - About The Show

What is Cash & Carry?

Cash and Carry is the only “retail” element of the NEPTS and takes place during the final hour of the show, from 3-4pm on Monday. During this time, exhibitors are permitted to sell their show samples, and any additional product they are able to store in their booth, to buyers and other exhibitors. Please note: you must be able to store your product within the perimeters of your booth - on site storage is not available to any exhibitor, under any circumstance, at any point during the show weekend.

Do I have to participate in the Cash & Carry?

It's entirely up to you. Approximately 75% of the exhibitor participate.

Do I sell my product for retail prices or wholesale prices during Cash & Carry?

It's entirely up to you. Many exhibitors strike a balance somewhere in between. Other exhibitors sell at full retail prices while still others sell at wholesale prices, or less, because they don't want to transport the product back home.

What is the Best New Product Contest?

The Best New Product Contest (BNP) is free to exhibitors who would like to participate. Exhibitors submit ONE product (not a collection of products) in either the Giftware or Specialty Foods categories. The winners are voted on by the buyers who attend Saturday and/or Sunday and awards are given at the Sunday evening Welcoming Reception. Prizes include cash and/or credit towards your 2013 exhibitor booth. Exhibitors may submit their entry for inclusion in the show guide or may decide to enter at the show, during load-in on Friday.

What is the Downeast Drawing?

The Downeast Drawing is a benefit for the Good Shepherd Food Bank...and for you! Participating exhibitors (it's free to participate) offer a prize for the drawing and display their prize in their booth (a great conversation starter with buyers). The purchase of raffle tickets is open to anyone who would like to do so (buyers, exhibitors, show staff, etc.). When purchasing a ticket, you write down the prize you wish to win if you're the winner. The winner is drawn on Monday at 3pm and receives the prize they designated on their entry ticket. The exhibitor whose donated prize is chosen gets 1/2 of the cash pot and the other 1/2 of the cash pot is donated to the Good Shepherd Food Bank. Only one winner is drawn so only one exhibitor prize is given away.

Need more help?

We want you to have a successful show. If we can provide assistance, please call and ask for our Exhibitor Service Desk at the number below.