



EVENT DETAILS

Exhibit Colors/Carpet

Exhibit show color is blue. The Exhibit hall is not carpeted; however, Tuxedo (black and white fleck) carpeting will be used for the aisles. Carpeting in the 10x10 and 10x20 booths will be black. Carpeting in the poster areas will be blue. Carpeting is not included with the island booths. If you wish to carpet your island booth, you may order carpeting from the official decorator.

Exhibition Contractor

Freeman is the official exhibition contractor and will maintain an Exhibitor Service Desk. All questions regarding services should be brought to their attention. All requests for exhibit set-up and dismantling labor, in-loading and out-loading, must be placed at this desk. Order forms for these services are included. Each exhibitor will receive dismantling instructions by special bulletin while on-site.

NOTE: Any changes to the complete decorator package for 10x10 or 10x20 booths must be coordinated through Freeman Decorating at the Exhibitor's expense with prior SAE Show Management approval. Additional electrical requirements must be coordinated with Motor City Electric Company.

Booth packages include the following from the SAE designated vendors:

10' x 10' Turnkey Booth Package: (Will be available for move in on Friday, April 20)

- 8 ft. tall hard backwall structure
- standard black carpet
- one standard electrical outlet – 120V up to 1000 watts
- one counter w/ storage
- one 42" high bistro table
- two stools
- two booth lights
- wastebasket
- company identification sign (company name only)
- lead retrieval opportunities
- security

10' x 20' Turnkey Booth Package A: (Will be available for move in on Friday, April 20) (Complete 10'x20' decorator package)

- 8 ft. tall hard backwall structure
- standard black carpet
- one standard electrical outlet – 120V up to 1000 watts
- one counter w/ storage
- one 42" high bistro table
- two stools
- four booth lights
- wastebasket
- company identification sign (company name only)
- lead retrieval opportunities
- security

10' x 20' Turnkey Booth Package B: (Will be available for move in on Friday, April 20) (Basic 10'x20' decorator package)

- 8 ft. tall hard backwall structure

- standard black carpet
- one standard electrical outlet – 120V up to 1000 watts
- wastebasket
- header (company name only)
- lead retrieval opportunities
- security

Poster Display: (Will be available for move in on Monday, April 23)

- standard blue carpet
- 30" x 40" poster display area
- one stool
- one standard electrical outlet – 120V up to 1000 watts
- wastebasket
- company identification sign (company name only)
- lead retrieval opportunity
- security

20' x 20' Island Booth Package: (Will be available for move in on Friday, April 20)

- 400 square foot island space
- lead retrieval opportunity
- security

Exhibition Installation

Friday, April 20, 2012	8:00 a.m. – 4:30 p.m.
Saturday, April 21, 2012	8:00 a.m. – 2:00 p.m.
Sunday, April 22, 2012	DARK (upon request only 10:00 a.m. – 2:00 p.m.)
Monday, April 23, 2012	8:00 a.m. – 2:00 p.m.

All exhibits must be fully installed and visqueen removed by 2:00 p.m. on Monday, April 23 to allow for final placing of aisle carpet and cleaning.

Exhibition Hours

Tuesday, April 24, 2012	10:00 a.m. – 6:30 p.m.
Wednesday, April 25, 2012	10:00 a.m. – 6:00 p.m.
Thursday, April 26, 2012	10:00 a.m. – 6:00 p.m.

Exhibition Dismantling

Thursday, April 26, 2012	6:00 p.m. – 10:00 p.m.
Friday, April 27, 2012	8:00 a.m. – 4:30 p.m.
Saturday, April 28, 2012	8:00 a.m. – 12:00 noon
Sunday, April 29, 2012	HALL IS CLOSED
Monday, April 30, 2012	8:30 a.m. – 12:00 noon

(Your carrier must check in by 10:00 a.m. on Monday, April 30. The hall must be cleared by 12:00 noon on Monday.)

Registration Hours

Monday, April 23, 2012	8:00 a.m. – 5:00 p.m.
Tuesday, April 24, 2012	7:00 a.m. – 6:30 p.m.
Wednesday, April 25, 2012	7:00 a.m. – 6:00 p.m.
Thursday, April 26, 2012	7:00 a.m. – 6:00 p.m.

Deliveries – No advance deliveries will be accepted at the site. Display materials not sent to Freeman's warehouse in advance must be delivered directly to the exhibit area on April 20, 21 or 23, 2012. Freeman will accept crated or boxed materials in advance of the show set-up at their warehouse. Please refer to the Material Handling Form. **All advance deliveries must be received in Freeman's warehouse beginning March 21 to receive the discounted rates. Last date to warehouse is April 18, 2012.**

Installation & Dismantling

All installations should be completed by 2:00 p.m. on Monday, April 23 to allow for final touches, aisle carpeting and cleaning. No exhibit, in whole or part, may be removed from the assigned space during the period of the Exhibition.

The Exhibition closes at 6:00 p.m. on Thursday, April 26. **Dismantling must be completed by 12:00 noon on Monday, April 30.** Freeman will have labor available to assist you with dismantling. Please advise their representative of your needs before the close of the exhibition.

Shipping, Storage & Handling

You may ship by any carrier of your choice. Freeman has been designated as the official storage and handling contractor and as such is prepared to warehouse, transfer and move all exhibits into and out of the exhibit area. This includes the handling and care of empty containers. Because of liability considerations, Freeman will assume complete responsibility for maintaining in and out traffic schedules. Complete shipping information and rates are included in this manual.

If your exhibit is unusually large or complicated, please notify SAE and Freeman so that we are aware and prepared to handle the special needs (labor, equipment, special space requirements, or time requirements) that often accompany these types of displays.

Booth Design Approvals

Companies must submit their booth design for show management approval. The purpose of reviewing plans is to make sure the display is within the rules and regulations for booth construction. Should a problem be found, it is easier to correct the display while it is still in the design stages than to try to modify the display while it is being erected. The display rules and regulations are included in this manual as well as a booth approval form which should be submitted to SAE along with any photos or drawings of your booth. We look forward to receiving your booth plans which should include booth number and size, contents, dimensions and elevations. Please submit your plans by Wednesday, February 15 to Sue Miller at SAE...smiller@sae.org; phone - 1-724-772-4015; fax – 1-724-772-4041.

NOTE: It is not necessary for exhibitors to submit a booth approval form for a 10'x10' or 10'x20' in-line booth unless the exhibitor includes additional components/structures to the booth. In that event, they must follow the SAE Guidelines for Display Rules and Regulations and submit to show management for booth approval.

Terms & Conditions/Rules & Regulations

Please refer to the "SAE Terms and Conditions" and "Display Rules and Regulations" included in this manual for additional information.

ATTENTION EXHIBITORS

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