



## EVENT DETAILS

### Exhibition Colors/Carpet

Exhibit show colors will be black and red. The aisle carpeting will be black. Booth drape will be red and black. The Exhibit Hall is NOT carpeted. You will need to order carpet for your individual booth from the official decorator, George Fern Company.

### Exhibition Contractor/Decorator

George Fern Exposition & Event Services the official exhibition contractor/decorator and will maintain an Exhibitor Service Desk in the back of the exhibit hall. All questions regarding services should be brought to their attention. All requests for exhibit installation and dismantling labor, inbound loading and outbound loading must be placed at this desk. Order forms for these services are included in the manual. Each exhibitor will receive dismantling instructions by special bulletin while on-site.

### Show Management

The Show Management (Kathy Belles) will be located in the back of the exhibit hall with Exhibitor Services.

<b>Exhibition Installation</b>	
Sunday, November 13, 2011	8:00 a.m. – 6:00 p.m.
Monday, November 14, 2011	8:00 a.m. – 12:00 p.m.
<b>Exhibition Hours</b>	
Monday, November 14, 2011	4:00 p.m. – 7:00 p.m.
Tuesday, November 15, 2011	11:30 a.m. – 1:45 p.m.
	4:00 p.m. – 7:00 p.m.
Wednesday, November 16, 2011	11:30 a.m. – 2:15 p.m.
<b>Exhibition Dismantling</b>	
Wednesday, November 16, 2011	2:30 p.m. – 9:00 p.m.
Thursday, November 17, 2011	8:00 a.m. – 12:00 noon
(Your carrier must check in by 10:00 a.m. on Thursday, November 17, 2011.)	
<b>The hall must be cleared by 12:00 noon</b>	

## **Registration Hours**

Sunday, November 13	3:00 - 6:00 p.m.
Monday, November 14	7:00 a.m. - 5:00 p.m.
Tuesday, November 15	6:45 a.m. - 5:00 p.m.
Wednesday, November 16	7:00 a.m. - 6:30 p.m.
Thursday, November 17	7:00 - 10:00 a.m.

## **Exhibitor Only Reception**

SAE and DoD is pleased to invite all exhibitors to the exhibitor only reception scheduled to take place on Sunday, November 13, 2011. Stay tuned for the time and location!

## **Services Included With Exhibit**

- Standard booth drapes (red and black)
- 7" x 44" company identification sign
- Removal, storage and return of crates/cartons
- Security
- Company listing with product description(s) in official Exhibitor Directory
- (1) Lead Retrieval Palm Unit (this can be obtained at the registration desk)

## **Deliveries – No advance deliveries will be accepted at the site**

Display materials not sent to the George Fern Exposition & Event Services warehouse in advance must be delivered directly to the exhibit area starting Sunday, November 13, 2011 at 8:00 a.m. George Fern Exposition & Event Services will accept crated or boxed materials in advance of the show set-up at their warehouse. Please refer to the Shipping Information and Freight Service Order Form. **All advance deliveries must be received in the George Fern Company warehouse by Friday, November 11, 2011.**

## **Installation & Dismantling**

***All installations should be completed by 12:00 pm on Monday, November 14, 2011*** to allow for aisle carpet to be placed, final touches, and cleaning. **No exhibit, in whole or part, may be removed from the assigned space during the period of the Exhibition.**

Please allow approximately 30 minutes for the decorator to remove aisle carpet. Once the aisle carpet is removed, empty crates and containers will start to be delivered to the exhibit floor. ***Dismantling must be completed by 12:00 noon on Thursday, November 17, 2011.*** George Fern Exposition & Event Services will have labor available to assist you with dismantling. Please advise their representative of your needs before the close of the exhibition. Their service desk remains open the entire show.

**NOTE:** The preferred house carrier is YRC/Fern Transportation. If you are using another carrier for your outbound shipping, notify them of the date and time for pick up. The driver must check-in with George Fern Exposition & Event Services 10:00 am on Thursday, November 17, 2011. (If your carrier does not arrive within the allotted time, your freight will be shipped out via the preferred carrier.)

## **Shipping, Storage & Handling**

You may ship by any carrier of your choice. George Fern Exposition & Event Services 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, George Fern Exposition & Event Services 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 George Fern Exposition & Event Services 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.*

### **Display Furniture**

No Display Furniture will be supplied with the booth. Display tables, chairs, and other furnishing items needed, may be rented at the rates shown on the Furniture Rental Order Form. Please see the Booth Package Form for special pricing.

### **Vehicles**

If you plan on displaying vehicles during the DoD Exhibition, please contact the show contractor/decorator, Randy White at George Fern Exposition & Event Services AND SAE Show Management, Kathy Belles, no later than Friday, October 7, 2011 with the following information:

- Company Name and Booth Number
- Contact Name, telephone and e-mail address
- Vehicle load-in and load-out schedule
- Vehicle dimension and weight
- Cell phone number and name of person delivering vehicle

You can reach Randy White of George Fern Exposition & Event Services via e-mail at [rwhite@georgefern.com](mailto:rwhite@georgefern.com); via telephone at (502) 367-0254 or via fax at (502) 368-0284.

Kathy Belles can be reached at [kbelles@sae.org](mailto:kbelles@sae.org) or 724-772-4072.

### **Electrical/Telephone/Internet Service**

Electricity, Telephone or Internet Service is not provided with the exhibit space. Electrical outlets, telephone and internet service may be ordered through various vendors. Please refer to the Exhibitor Manual for the order forms.

### **Booth Design Approvals**

Companies must submit their booth design for Show Management approval. Show rules state that plans must be submitted prior to the opening of the exhibition. 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 and modify the display while it is being erected. We look forward to receiving your booth plans. Please fill out the "Booth Approval Form" listed in the manual under "Event Details." Photos are always very helpful. Please submit the form to Kathy Belles at SAE...[kbelles@sae.org](mailto:kbelles@sae.org); phone-1-724-772-4072; fax-1-724-772-4041.

**Booth designs for DOD are due to show management (Kathy Belles) October 1, 2011. Consider your booth design acceptable and approved unless you are contacted by SAE Show Management.**

### **Terms & Conditions**

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

