

VALLEY
EXPO & DISPLAYS
 BETTER IDEAS. BETTER RESULTS.
 valleyexpodisplays.com



WWW.VALLEYEXPODISPLAYS.COM
 EMAIL: EVENTS@VALLEYEXPODISPLAYS.COM
 PHONE: 815.873.1500

**GENERAL
 SHOW
 INFORMATION**

ADVANCED PRICE DEADLINE:
 August 3, 2011

Horse Days 2011

Boone County Fairgrounds, August 19 - 21, 2011

Valley Expo & Displays is the official general service contractor for this event. We will have clearly identifiable representatives on the show floor during set up to answer your questions. Prior to set up, please direct your questions to our exhibitor services department in our main office listed below. Our goal is to help you make your participation in this event a success!

This **Exhibitor Information Packet** contains shipping instructions for this event. **You can guarantee a smooth installation by completing these forms and sending them with payment to Valley Expo & Displays as soon as possible.**

Please read each form carefully, and return them to the address shown on **each** form. Sometimes other suppliers are used for some services (i.e.: electrical), and orders with payment should be sent separately to them for those services.

Please note: We strongly recommend that you pay for your services in advance using a credit card. This allows your representative at the show site to order additional needed furniture and equipment without having to arrange for payment on the show floor. Valley Expo & Displays will accept no orders without payment in full.

Official Contractor:	Valley Expo & Displays 4950 American Road Rockford, IL 61109	phone: (877) 332-4292 fax: (815) 873-1544 e-mail: events@valleyexpodisplays.com
-----------------------------	--	---

Booth Package: A standard 10' x 10' booth will include:

Black & Gold 8' Back Drape and 3' Side Drape
 (1) 7" x 44" Identification Sign

Your exhibit area is **NOT** carpeted with facility carpet.
 Additional equipment and services may be ordered using the attached forms.

Important Schedule Information:

Advance Price Deadline:	Wednesday	August 3, 2011	
Exhibitor Move In:	Thursday	August 18, 2011	8:00AM - 10:00PM
Show Hours:	Friday	August 19, 2011	8:00AM - 7:00PM
	Saturday	August 20, 2011	8:00AM - 7:00PM
	Sunday	August 21, 2011	8:00AM - 5:00PM
Exhibitor Move Out:	Sunday	August 21, 2011	5:00PM - 7:00PM

All the information you need is contained on the attached forms. If at any time you have questions, please call our Exhibitor Services Department at (877) 332-4292.





WWW.VALLEYEXPODISPLAYS.COM
 EMAIL: EVENTS@VALLEYEXPODISPLAYS.COM
 PHONE: 815.873.1500

**RECAP OF
 COST &
 PAYMENT**

Horse Days 2011

Boone County Fairgrounds, August 19 - 21, 2011

ADVANCED PRICE DEADLINE:
 August 3, 2011

One copy of this form with your credit card information, and all applicable order forms must be forwarded to Valley Expo & Displays at the address below. Advance prices apply only to orders received with payment in full by the advance price deadline date listed on the General Show Information sheet. All orders received afterward, or at the show site will be subject to floor rates. We cannot accept phone orders, however, you may fax your order to us, provided we have your complete, valid credit card information. No invoice or statement will be issued.

For your convenience, when you pay with a credit card, any additional charges incurred for equipment and services by your show site representative will be billed to your card. In any event, no services will be rendered until payment in full has been received.

Exhibitors who have applied for special billing considerations, and to whom credit is extended agree to pay as a service charge 1 - 1/2% per month (18% per annum) and to pay all costs of collection, including a reasonable attorney's fee on all charges not paid within 30 days of invoice date. Payment for labor and services ordered by the exhibitor, their display house or other third parties is the responsibility of the exhibitor. The undersigned (jointly or severally) hereby does primarily and unconditionally guarantee the payment and discharge at maturity of each and every obligation incurred by this designate or assigns (display house or third party agent) in such transaction and agrees in the event of default by such third party of any such obligation to pay and otherwise make good on demand by Valley Expo & Displays or its assigns at any time thereafter, any sums and obligations then owing by the exhibitor to Valley Expo & Displays. **50% Surcharge on all refunds. No refunds will be issued after 14 days from the last day of the event. NO EXCEPTIONS!**

Please complete all the blanks below:

SERVICES AND EQUIPMENT ORDERED

\$ _____
 \$ _____

Booth Furniture Order Form
 TO RECEIVE WRITTEN CONFIRMATION OF ORDER (add \$5.00)

\$ _____

Total Now Due

Please provide the following information so we may credit your account properly.

Company Name	Booth #	Date
Billing Address	City & State	Zip
E-Mail Address	Name (please print)	
Phone	Fax	Check No. (if paying by check)

___ Visa ___ MC ___ Amex Card Number _____ Exp. Date ___/___ CVC2 _____
3 digit or 4 digit code

(SIGNATURE REQUIRED BELOW ON ANY CREDIT CARD CHARGES)

 X
 Cardholder Signature _____ Cardholder's Name (please print) _____

Please retain copies of all paperwork...no invoices or receipts will be mailed unless requested above.



BOOTH NUMBER:

COMPANY NAME:



Horse Days 2011

Boone County Fairgrounds, August 19 - 21, 2011

 ADVANCED PRICE DEADLINE:
 August 3, 2011

Orders with payment in full must be received by August 3, 2011, for Advance Prices.

 All orders subject to availability of equipment. Prices include delivery to booth, set up and removal. All equipment remains property of Valley Expo & Displays. No orders will be accepted without payment in full. **Orders refused after delivery to booth will be subject to a 100% service charge. Thank you for your order!**
Be sure to indicate skirting color . Orders received without color indicated will receive Foreman's choice.
Skirting Color Selection: Blue White Gold Green Black Burgundy Red Teal Silver

BOOTH NUMBER: _____

COMPANY NAME: _____

Skirted Tables	Quantity	Advance	Floor	Total
4' L x 30" H		\$ 95.35	\$ 123.95	
6' L x 30" H		\$ 113.15	\$ 147.10	
8' L x 30" H		\$ 127.15	\$ 165.30	
4' L x 42" H		\$ 100.05	\$ 130.05	
6' L x 42" H		\$ 123.95	\$ 161.15	
8' L x 42" H		\$ 145.00	\$ 188.50	

Plain Tables	Quantity	Advance	Floor	Total
4' L x 30" H		\$ 42.70	\$ 55.50	
6' L x 30" H		\$ 62.95	\$ 81.85	
8' L x 30" H		\$ 75.20	\$ 97.75	
4' L x 42" H		\$ 57.85	\$ 75.20	
6' L x 42" H		\$ 77.45	\$ 100.70	
8' L x 42" H		\$ 89.50	\$ 116.35	
30" x 13' Skirting Only (4th Side)		\$ 46.20	\$ 60.05	
42" x 13' Skirting Only (4th Side)		\$ 53.50	\$ 69.55	
White Table Vinyl, 8' Long		\$ 8.55	\$ 11.10	

Cocktail Tables	Quantity	Advance	Floor	Total
30" Round, 30" High		\$ 72.20	\$ 93.85	
30" Round, 42" High		\$ 80.75	\$ 105.00	

Chairs	Quantity	Advance	Floor	Total
Folding Chair		\$ 18.75	\$ 24.40	
Padded Arm Chair		\$ 48.25	\$ 62.75	
Bar Stool with Back		\$ 60.15	\$ 78.20	

Miscellaneous	Quantity	Advance	Floor	Total
Tripod Adjustable Easel		\$ 24.60	\$ 32.00	
Wastebasket		\$ 12.30	\$ 16.00	
Garment Rack		\$ 27.85	\$ 36.20	
Bag Stand		\$ 68.25	\$ 88.75	
3' Drape (Side) per LnFt		\$ 6.80	\$ 8.85	
8' Drape (Back) per LnFt		\$ 9.70	\$ 12.60	
Literature Stand		\$ 130.15	\$ 169.20	
Table Riser 1' x 1' x 4 White Skirted		\$ 52.95	\$ 68.85	
Posterboard 4' x 8' Horizontal/Vertical (circle one)		\$ 124.95	\$ 162.45	
*6' Full View Showcase w/lights, locks, 2 shelves		\$ 488.50	\$ 635.05	
*Showcase not available at showsite				
			Total	

