



Advanced Exposition Services

This

Exhibitor Manual

Is

Prepared Especially For:



Gas South Convention Center

Sunday October 17, 2021

Advanced Exposition Services

230 Mt Pleasant Rd

Hampton, GA 30228

Ph: 678-389-1852

Fx: 877-838-0560

info@advancedexposervices.com

EXHIBITOR INFORMATION

Dear Exhibitor,

Advanced Exposition Services is pleased to have been chosen as the Official General Service Contractor for **2021 UGBSA Beauty Trade Festival**. We recognize that your participation in this event is a vital part of your firm's marketing program, and we want to do everything possible to make it profitable and rewarding for you.

All questions regarding the event's policies, space assignments, display limitations and event schedules should be directed to:

UGBSA

3420 Oakcliff Rd
 Suite 101
 Doraville GA 30340
 Ugbsa22@gmail.com

All questions regarding shipping, storage, furniture rental, labor and other services, should be directed to:

Advanced Exposition Services

230 Mt Pleasant Rd
 Hampton GA 30228
 Ph 678-389-1852
 Fx 877-838-0560
 info@advancedexposervices.com

Included in this service kit are order forms for various items that you may require. These Advanced Exposition Services forms are to be returned to our office and the other forms to the *specific contractor who is providing the service*. Please review these forms and submit your orders as early as possible.

Exhibit Installation and Dismantle Schedule

EXHIBITOR SET-UP	Saturday October 16, 2021	9:00 AM – 5:00 PM
SHOW HOURS	Sunday October 17, 2021	9:00 AM – 5:00 PM
DISMANTLE	Sunday October 17, 2021	5:00 PM

NOTE: All exhibits must be dismantled and removed by 8:00 PM.. Your designated freight carrier must check in no later than 6:00 PM pm or your freight will be rerouted through the official freight carrier.

Your 10' x 10' Booth includes:

- 8' high back drape BLUE
- 3' high side rails BLUE
- 8' table skirted BLUE
- 2 Side chairs
- Wastebasket
- Black and White ID sign

Please note: AISLES WILL BE CARPETED RED



PAYMENT AND CREDIT CARD AUTHORIZATION FORM

Date:

ORDER RECAP		
Booth Furnishings		
Carpet/Padding		
Material Handling		
Vehicle Spotting		
Display Labor – non-taxed		
Special Signs		
Booth Cleaning		
Rigging Labor – non-taxed		
Modular rental unit		
Modular Hard wall Accessories		
TOTAL AMOUNT DUE		

PAYMENT POLICIES

Payment Options Advanced Exposition Services, the official general service contractor, is pleased to offer you three convenient ways to pay for furniture and carpet rentals, material handling, signs, shipping, and other provided services.

Checks

All checks must be in U.S. funds drawn on a U.S. Bank.

For advance payments by company check please submit your check with the anticipated charges, along with the completed order forms. Although you may choose to pay by company check or cash, for all charges incurred at show site, ***we require your signed Payment and Credit Card Authorization Form*** to be on file with Advanced Exposition Services in advance, to guarantee payment. Please make all checks payable to: Advanced Event Productions.

Credit Card

We accept MasterCard, Visa, Discover and American Express. To accept charges, you must complete the enclosed ***Payment and Credit Card Authorization Form***. By completing and returning the Payment and Credit Card Authorization Form you are authorizing Advanced Exposition Services to charge your credit card for any and all charges incurred.

Show Site Orders To save money, take advantage of the pre-show discounts by ordering as many of your requirements as soon as possible in advance. ***For the discount prices to be in effect, your order must be received by the Return Deadline Date and payment must accompany your order.*** Orders received after the Return Deadline Date or made at the Exhibitor Service Desk during the show will be billed at standard rates listed on the various order forms.

Payment Terms To process your order for services and materials listed in the Exhibitor Service Manual, we require your signed ***Payment and Credit Card Authorization Form*** to be on file with Advanced Exposition Services to guarantee payment. Invoices for outstanding balances will be available at the Exhibitor Service Desk for your review and payment. Pre-payments will be indicated, and any balance due must be paid in full by cash, traveler's check, credit card or check upon presentation. All payment disputes should be resolved before leaving the show site. Invoices will be distributed on the last day of the show. If you have any questions or concerns in regard to your charges for inbound freight, installation, labor, furniture or accessories, please stop by the Exhibitor Service Desk. Charges for these items may not be disputed after the show. Additionally, Advanced Exposition Services authorized to charge the exhibitor's credit card for any charges incurred following the show, e.g., dismantle labor, outbound overtime drayage charges, etc. In these circumstances, Advanced Exposition Services will charge the exhibitor's credit card on file, and mail an invoice to the exhibitor, outlining the charges which were billed. All charges are payable in U.S. funds only. ***No telephone orders will be accepted.***

Cancellation Policy

Rental orders cancelled *prior* to delivery will be refunded at 100% of original price. Rental orders cancelled after delivery will receive a credit of 50% of the original price to be applied to a new purchase at standard rates. No refunds will be issued.

Labor service orders cancelled 48 hours prior to move in will be refunded at 100% of original price. Labor service orders cancelled less than 48 hours prior to move-in will be invoiced a minimum of one hour per worker.

Note: All materials are on a rental basis for the duration of the show, must be returned in good working order and will remain the property of Advanced Exposition Services

LIMITS OF LIABILITY

1. Advanced Exposition Services LLC shall not be responsible for damage to uncrated materials, materials improperly packed or concealed damage.
2. Advanced Exposition Services LLC shall not be responsible for loss, theft or disappearance of exhibitor's materials after same has been delivered to the exhibitor's booth.
3. Advanced Exposition Services LLC shall not be responsible for loss, theft or disappearance of exhibitor's materials before they are picked up from exhibitor's booth for reloading after the show. Bills-of-Lading covering outgoing shipments, which are furnished by Advanced Event Productions LLC to the exhibitor, will be checked at the time of actual pick-up from the booth and corrections made where discrepancies occur.
4. Advanced Exposition Services LLC shall not be responsible for any loss, damage or delay due to fire, acts of God, strikes, lockouts or work stoppages of any kind or to any causes beyond its control.
5. Advanced Exposition Services LLC liability shall be limited to the physical loss or damage to the specific article which is lost or damaged, and in any event Advanced Exposition Services LLC maximum liability shall be limited to \$.50 per pound per article with a maximum liability of \$50.00 per item, or \$1,000.00 per shipment, whichever is less.
6. Advanced Exposition Services LLC shall not be liable to any extent whatsoever for any actual, potential or assumed loss of profits or revenues, or for any collateral costs, which may result from any loss or damage to an exhibitor's materials which may make it impossible or impractical to exhibit same.
7. The consignment or delivery of materials to Advanced Exposition Services LLC by an exhibitor, or by any shipper to or on behalf of the exhibitor, shall be construed as acceptance by such exhibitor (and/or shipper) on the terms and conditions set forth.

Return this form by the discount deadlnt date to receive the Advance rates.

BOOTH FURNISHINGS ORDER**DISCOUNT DEADLINE October 8, 2021**

Draped Display Table COLORS: Black, Gray, Red, Blue, Green, White, Peach, Purple, Teal, Burg, Gold Price includes white vinyl top & 3 sides draped					Seating and Specialty Equipment				
QTY	Description	Adv rate	Std rate	Amount	QTY	Description	Adv rate	Std rate	Amount
	2 ft x 4 ft x 30"	\$64.50	\$83.25	\$		Padded Arm Chair	\$48.00	\$60.00	\$
	2 ft x 6 ft x 30"	\$84.50	\$108.25	\$		Padded Side Chair	\$41.00	\$51.25	\$
	2 ft x 8 ft x 30"	\$94.50	\$123.25	\$		Folding Chair	\$18.00	\$24.00	\$
	2 ft x 4 ft x 42"	\$84.50	\$108.25	\$		Padded Bar Stool	\$58.00	\$72.50	\$
	2 ft x 6 ft x 42"	\$102.50	\$130.50	\$		30" Round Cocktail	\$52.00	\$65.00	\$
	2 ft x 8 ft x 42"	\$124.00	\$157.50	\$					\$
Undraped Display Table Price includes white vinyl top									\$
QTY	Description	Adv rate	Std rate	Amount		30" Round Pedestal table 42" high	\$74.00	\$92.50	\$
	2 ft x 4 ft x 30"	\$30.00	\$35.00	\$		Easels	\$24.00	\$30.00	
	2 ft x 6 ft x 30"	\$40.00	\$56.00	\$		Literature Rack	\$86.00	\$107.50	
	2 ft x 8 ft x 30"	\$45.00	\$52.50	\$		Bag Stand	\$69.00	\$86.00	
	2 ft x 4 ft x 42"	\$35.00	\$46.25	\$		Garment Rack	\$53.00	\$66.00	
	2 ft x 6 ft x 42"	\$47.50	\$59.50	\$		Wastebasket	\$12.00	\$15.00	
	2 ft x 8 ft x 42"	\$51.50	\$64.50	\$					
4th Side Table Drape COLORS: Black, Gray, Red, Blue, Green, White, Peach, Purple, Teal, Burg, Gold									
QTY	Description	Adv rate	Std rate	Amount					
	4 th side table drape	\$25.00	\$33.50	\$					
QTY	Description	Adv rate	Std rate	Amount					
Draped Risers – White Vinyl									
QTY	Description	Adv rate	Std rate	Amount					
	4 ft one step	\$64.00	\$80.00	\$					
	6 ft one step	\$74.00	\$88.00	\$					
					Sub Total				
					6% Sales Tx				
					TOTAL				

Payment Policy: Payment in full of rental charges, including applicable tax, must accompany your advance order to qualify for discount rates. All orders placed after the return deadline or at the Service Desk will be invoiced at standard rates. All outstanding invoices must be settled at the Service Desk prior to show closing. No telephone orders accepted. All charges in U.S. funds only. Check, cash, traveler's checks, Visa, MasterCard, Discover, and American Express accepted. All rental items are subject to

Cancellation Policy: Rental orders cancelled *prior* to delivery will be refunded at 100% of original price. Rental orders cancelled *after* delivery will receive a credit of 50% of the original price to be applied to a new purchase at standard rates. No refunds will be issued.

Company Name:	Booth #:
Ordered by:	Phone #:
Signature:	Date:



Advanced Exposition Services – 230 Mt Pleasant Rd. – Hampton, GA 30228 – Ph:678-389-1852 – Fx: 877-838-0560

Standard and Custom Size Booth Carpet /Padding Order Form

Discount Deadline: October 8 2021

STANDARD CARPET						
COLORS: Black or Gray						
Quantity	Color	Size	Advance Rate	Standard Rate	Amount	
		10 ft. X 10 ft.	\$ 120.00	\$ 160.00	\$	
		10 ft. X 20 ft.	\$ 220.00	\$ 280.00	\$	
		10 ft. X 30 ft.	\$ 420.00	\$ 500.00	\$	
CUSTOM SIZE CARPET						
Price includes installation to fit booth space and Visqueen protective covering. No guarantee of color match when ordering multiple carpets. COLORS: Black, Blue, Burgundy, Gray, Navy, Purple, Red, Teal, and White						
Note: 100 Square Foot Minimum Order						
Dimensions		Total Sq. Ft.	Color	Advance Rate	Standard Rate	Amount
ft.	ft.			\$ 2.40 / sq. ft.	\$ 2.90 / sq. ft.	\$
CUSTOM PADDING						
Note: 100 Square Foot Minimum Order						
Dimensions		Total Sq. Ft.	Advance Rate	Standard Rate	Amount	
ft.	ft.		\$ 1.10 / sq. ft.	\$ 1.30 / sq. ft.	\$	
Sub-Total					\$	
6% GA Sales Tax					\$	
TOTAL AMOUNT →					\$	

Payment Policy: Payment in full of rental charges, including applicable tax, must accompany your advance order to qualify for discount rates. All orders placed after the discount deadline or at the Service Desk will be invoiced at standard rates. All outstanding invoices must be settled at the Service Desk prior to show closing. No telephone orders accepted. All charges in U.S. funds only. Check, Cash, Traveler's checks, Visa, MasterCard, Discover, and American Express accepted. All rental items are subject to availability. Exhibitors will be charged for the equipment they use in their booth.

Cancellation Policy: Rental orders cancelled *prior* to delivery will be refunded at 100% of original price. Rental orders cancelled *after* delivery will receive a credit of 50% of the original price to be applied to a new purchase at standard rates. No refunds will be issued.

Company Name:	Booth #:
Ordered By:	Phone #:
Signature:	Date:

TABLETOP PROTECTIVE SNEEZE GUARDS

THIS FORM MUST BE RETURNED TO AES BY 10/8/21 IN ORDER TO RECEIVE THESE RATES.
 THESE ITEMS WILL NOT BE AVAILABLE FOR ORDER ON SHOW SITE



Size: 30" x 36"

Quantity		X \$125.00	Total

Payment policy: Payment in full must accompany your advance order to qualify for discounts. All orders placed after the discount deadline or on show site will incur a 30% increase. All charges in US funds only. Check, cash, Visa, Master Card and American Express are accepted.

Cancellation policy: Orders cancelled prior to delivery will be refunded at 100%. Orders cancelled after delivery to booth will be charged at 100%.

Exhibitor Name:	Booth #
Show site contact:	Phone #
Signature	

BOOTH CLEANING ORDER FORM

Deadline to return: October 8, 2021

BOOTH CLEANING RATES

	Booth Dimensions	Total Sq Ft	Adv Rate	Std Rate	Total
Vacuuming Daily	x		x \$.39 sq ft	x \$.46 sq ft	
Vacuuming Once prior to show opening	x		X \$.44 sq ft	x \$.49 sq ft	

Payment policy: Payment in full must accompany your advance order to qualify for discounts. All orders placed after the discount deadline or on show site will be billed at the **Standard Rate**. All charges in US funds only. Check, cash, Visa, Master Card and American Express are accepted.

Cancellation policy: Orders cancelled prior to delivery will be refunded at 100%. Orders cancelled after delivery to booth will be charged at 100%.

Exhibitor Name:	Booth #
Show site contact:	Phone #
Signature	

MATERIAL HANDLING RATE SHEET

Advanced Exposition Services has been designated as the official drayage contractor with responsibility for the unloading, delivery, reloading and processing of all exhibitors' freight shipments.

Material Handling Rates

Rates include: Unloading crated freight (the warehouse cannot receive uncrated shipments); storing at warehouse for up to 30 days (any materials stored beyond 30 days will incur additional costs applied to your invoice); reloading onto trucks and delivery to the exhibit site; unloading freight and delivery to your booth; picking up, storing, and returning empty shipping containers; and reloading freight for return to your specified destination from exhibit site.

	Crated, Boxed or Palletized Materials	Small Carton Charge
	Standard Rates	Standard Rates
Advanced Warehouse Receiving	ST Rate: \$74.00/cwt. Receive crated materials only at our warehouse 30 days prior to show	Small Cartons weighing less than 50 lbs each 1st carton received = \$35.00 Each Additional = \$15.00
Direct to Show Site Shipping	ST Rate: \$74.00/cwt. Receive shipments at show site On move-in dates only.	Small Cartons weighing less than 50 lbs each 1st carton received = \$35.00 Each Additional = \$15.00

ALL SHIPMENTS MUST BE SENT PREPAID and all shipments must have a bill-of-lading (excluding small carton service) showing number of pieces, weight, and description of merchandise. Display freight should be on a separate bill-of-lading from machinery freight. Mixed shipments will be charged at the Display freight rate. Trucks without a bill-of-lading or documented weight will be directed to a public scale or estimated weights will prevail. Estimated weights will be binding by both parties.

Rates are based on incoming weight only. **All weights are rounded off to the next 100 lbs. (cwt).** Each shipment received is considered separately. Freight handling charges are the responsibility of the exhibitor. Exhibitors are urged to carry all-risk floater insurance covering their materials against damage, loss, and all other hazards from the time shipment is made prior to the show until shipments are received back after the show. This can generally be done by adding "riders" to existing insurance policies, often at no additional cost.

Empty container labels will be available at the Service Desk. Affixing the labels is the sole responsibility of the exhibitor or his representative. Advanced Exposition Services assumes no responsibility for removal of containers with old or empty labels or for valuables stored inside containers while containers are in storage.

Outbound shipping labels & bills-of-lading will be available at the Service Desk. Exhibitor or his representative must pack & label their exhibit material and turn in a bill-of-lading for each shipment at the Service Desk before leaving the show. Advanced Exposition Services will route all shipments unless a designated carrier has been assigned. If the designated carrier fails to pick-up by the removal date of the Show, Advanced Exposition Services reserves the right to re-route exhibit material by an alternate carrier. As a result of re-routing or handling, no liability will be assumed by Advanced Exposition Services.



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MATERIAL HANDLING ORDER FORM

Shipments consigned to the Warehouse **MUST ARRIVE NO LATER THAN WEDNESDAY October 13, 2021**

Shipments consigned to the Show Site **SHOULD ARRIVE ON Friday or Saturday Oct 15-16, 2021**

PLEASE DO NOT SHIP TO FACILITY PRIOR TO THIS DATE AS THEY HAVE NO STORAGE CAPABILITIES AND YOUR SHIPMENT WILL BE REFUSED AND RETURNED.

SHIPMENTS CONSIGNED TO WAREHOUSE

UGBSA Trade Festival

**c/o Advanced Exposition Services
3735 Zip Industrial Blvd. SE
Atlanta GA 30354**

SHIPMENTS CONSIGNED TO SHOW SITE

UGBSA Trade Festival

**C/O Advanced Exposition Services
Gas South Convention Center
6400 Sugarloaf Parkway
Duluth GA 30097**

Booth # _____

The Show Name, Your Company Name and Booth Number MUST be referenced on all shipments.

AUTHORIZATION TO PROVIDE MATERIAL HANDLING

We hereby authorize Advanced Exposition Services to handle our shipment(s) in accordance with the information above and, have read this order and agreed to the terms and provisions. We agree that Advanced Exposition Services will provide its services as our agent, and not as bailee or shipper, and if any employee of Advanced Exposition Services shall sign a delivery receipt, bill-of-lading, or other documents, we agree that they will do so as our agent, and we accept the responsibility therefore.

We agree, in the event of a dispute with Advanced Exposition Services relative to any loss or damage to any of our materials or equipment that we will not withhold payment of any amount due to them for drayage or any other services provided by Advanced Exposition Services as an offset against the amount of the alleged loss or damage. Instead, we agree to pay Advanced Exposition Services for the full amount of the invoice for all such charges, and we further agree that any claim we may have against Advanced Exposition Services shall be pursued independently as a separate transaction to be resolved on its own merits. Advanced Exposition Services shall be pursued independently by us as a completely separate transaction to be resolved on its own merits.

PLEASE COMPLETE	PIECE COUNT	ESTIMATED WEIGHT	ST RATE PER CWT	ST CHARGES	AMOUNT
WAREHOUSE ADVANCED RECEIVING - CRATED			\$74.00		\$
DIRECT TO SHOW SITE - CRATED			\$74.00		\$
SMALL PACKAGE RECEIVING (cartons 50 lbs and less)	1ST	NA	\$35.00		\$35.00
SMALL PACKAGE RECEIVING EACH ADDITIONAL		# CARTONS	X \$15.00 EA		\$

NOTE: 200 LB MINIMUM PER SHIPMENT

TOTAL AMOUNT

SMALL PACKAGE CARRIERS: Price is per carton or container for shipments that arrive by specialized carriers such as UPS or FedEx Ground, etc. without a bill of lading stating number of pieces and total weight per shipment. **First carton per delivery: \$35.00 Each additional carton in said delivery: \$15.00**

Company Name:

Booth #:

Ordered by:

Phone #:

Signature:

Date:

Exhibitor Name _____

Booth # _____

UGBSA Trade Festival

c/o Advanced Exposition Services

3735 Zip Industrial Blvd. Unit C

Atlanta, GA 30354

Exhibitor Name _____

Booth # _____

UGBSA Trade Festival

c/o Advanced Exposition Services

3735 Zip Industrial Blvd. Unit C

Atlanta, GA 30354

ADVANCE WAREHOUSE SHIPMENTS ONLY:

Must arrive NO LATER THAN Wednesday October 13, 2021

Exhibitor Name _____

Booth # _____

UGBSA Trade Festival

c/o Advanced Exposition Services

3735 Zip Industrial Blvd. Unit C

Atlanta, GA 30354

Exhibitor Name _____

Booth # _____

UGBSA Trade Festival

c/o Advanced Exposition Services

3735 Zip Industrial Blvd. Unit C

Atlanta, GA 30354

USE THESE SHIPPING LABELS AS THEY WILL EXPEDITE HANDLING. Copies of these labels are acceptable if additional labels are needed

EXHIBITION FREIGHT

RUSH!

DIRECT SHIPMENT

Exhibitor Name _____

Exhibition Name **UGBSA Trade Festival**

Booth # _____

C/O Advanced Exposition Services

Gas South Convention Center

6400 Sugarloaf Parkway

Duluth GA 30097

EXHIBITION FREIGHT

RUSH!

DIRECT SHIPMENT

Exhibitor Name _____

Exhibition Name **UGBSA Trade Festival**

Booth # _____

C/O Advanced Exposition Services

Gas South Convention Center

6400 Sugarloaf Parkway

Duluth GA 30097

DIRECT SHIPMENTS ONLY:

Must arrive NO EARLIER THAN October 15-16, 2021

DO NOT SHIP TO ARRIVE PRIOR TO THESE DATES AS THE FACILITY WILL REFUSE TO ACCEPT