Dear Exhibitor,

We are pleased to inform you that Modern Expo & Events has been selected by the Show Management as the official Service Contractor for:

**Utah Ophthalmology Conference 2020**  
Sheraton Salt Lake City  
February 28, 2020

In order to assist you in selecting your additional decorating needs, we are enclosing our equipment and service order forms. Ordering in advance helps us plan your show and service your firm more efficiently, at a lower cost to you.

Orders may be faxed, mailed or emailed to Modern Expo & Events. Please refer to the Payment Policy sheet of this kit for payment information. All orders must be paid for in advance of delivery or the performance of services. Modern Expo & Events requires a credit card authorization on file for each exhibitor using Modern Expo & Events.

Please notify your company representative, who will be at the show, of our payment policy. It is also helpful for your representative to have a copy of the completed order forms, as turned into Modern Expo & Events, for reference purposes.

**TO RECEIVE PRE-ORDER PRICES, ORDERS WITH FULL PAYMENT MUST BE RECEIVED BY:**

*February 20, 2020*

To have questions regarding Modern Expo & Events answered or if you need additional information, please call:

**Exhibitor Services**  
(801) 983-8160  
expo@modernexpo.com

All questions regarding the convention’s policies, space assignments, display limitations, and event schedule should be directed to the association sponsoring the show:

Wishing you a successful show...

MODERN EXPO & EVENTS
# TABLE OF CONTENTS

**Utah Ophthalmology Conference 2020**  
Sheraton Salt Lake City  
February 28, 2020  
Pre-Order Discount Deadline  
February 21, 2020

---

**GENERAL INFORMATION**
- Quick Facts........................................... 3
- Payment Policy......................................... 4

**ORDER FORMS**
- Payment Calculation and Credit Card Authorization........... 5
- Material Handling Estimate................................ 6
- Shipping Information.................................... 7
- Shipping and Handling Instruction.......................... 8
- Special Handling Instructions............................... 9
- Advance Shipping Labels................................ 10
- Exhibitor Appointed Contractor............................ 11
- Third Party Authorization................................ 12
- Show Site Work Rules................................... 13
QUICK FACTS

IMPORTANT DATES

- **Friday, February 21, 2020**
  Pre-Order Discount Deadline. All orders must be received with payment in full by this date to receive discounted pricing.

- **Monday, January 20, 2020**
  Advance shipments may begin to arrive at Warehouse.

- **Friday, February 21, 2020**
  Late to Warehouse: All shipments received after this date will be charged a late fee.

- **Thursday, February 27, 2020**
  Last day for Advance Shipments to arrive at Warehouse. You will be charged a late fee but your freight will be in your booth at the start of exhibitor move-in.

**NOTE:** there is NO Direct to Show Site shipping for this show. Please plan to ship your freight accordingly to avoid any surcharges and/or transportation fees.

SHOW SCHEDULE

- **Thursday, February 27, 2020**
  Exhibit Installation 1:00 PM - 5:00 PM

- **Friday, February 28, 2020**
  Show Hours 8:00 AM - 5:00 PM

- **Friday, February 28, 2020**
  Exhibit Dismantle 5:00 PM - 10:00 PM

- **Friday, February 28, 2020**
  All exhibitor materials must be removed from the exhibit space by 10:00 PM. Outbound freight not removed from the hall by 9:00 PM will be forced out on MEE’s carrier of choice at exhibitor expense.

SERVICE DESK HOURS

- **Thursday, February 27, 2020**
  8:00 AM - 5:00 PM

SHOW COLORS

Drape Color: Seafoam
Booth Size: 8’x10’

BOOTH PACKAGE

8’ High Back Drape
3’ High Side Drape
(1) 8’x24”x30”H Skirted Table
(1) 7” x 44” Booth ID Sign

FACILITY INFORMATION

Sheraton Salt Lake City
150 W 500 S
Salt Lake City, Utah 84101

e-mail: expo@modernexpo.com

ADVANCE WAREHOUSE

Modern Expo & Events
3370 West 500 South
Salt Lake City, Utah 84104

phone: 801-983-8160
PAYMENT POLICY

Modern Expo & Events (MEE) requires payment in full at the time services are ordered. Further, MEE requires that you provide a credit card authorization to charge your account for services, which may include labor, material handling, electrical services, booth furnishings, etc. plus any applicable fuel or energy surcharge.

Payment Services

Pre-Order Prices

To qualify for pre-order pricing, orders must be received with payment in full on or before the pre-order discount price deadline.

Method of Payment

Modern Expo & Events accepts Master Card, Visa, American Express, Discover, company check (no personal checks accepted) or bank wire transfer (please call for wire transfer instructions) as acceptable forms of payment. Any bank fees for wire transfers are the responsibility of the exhibitor. Purchase orders are not considered payment. All payments must be made in U.S. funds drawn on a U.S. bank. Exhibitors will be charged a $50.00 fee for each returned NSF check.

Tax Exempt

If you are tax exempt in the state in which you will be exhibiting, you must provide MEE with a Sales Tax Exemption Certificate for that state. Please contact MEE for forms and instructions. Taxes vary by location and will be added to your invoices if you do not submit your tax exempt certificate prior to the start of show.

Adjustments and Cancellations

No adjustments to invoices will be made after the close of the show. Cancellation of service(s) made prior to actual delivery or installation will be charged a 50% cancellation fee. Cancellation of service(s) made after actual delivery or installation will be charged a 100% cancellation fee.

Collections Fees

All balances must be paid in full prior to the close of the event. A fee equal to 2% per month (24 % per annum) will be assessed on any unpaid balance. Client is responsible for any fees, including, but not limited to, collection fees, attorney’s fees and court costs, that may be incurred in effort to collect any unpaid balance.

Order Forms

Please complete all order forms in full and return to MEE with payment in full to insure that your order is processed correctly and to avoid costly delays. MEE requires your completed credit card charge authorization to be on file even if you choose to pay by company check or wire transfer.
PAYMENT CALCULATION & CREDIT CARD CHARGE AUTHORIZATION

Utah Ophthalmology Conference 2020
Sheraton Salt Lake City
February 28, 2020
Pre-Order Discount Deadline  February 21, 2020

COMPANY NAME                      DATE                      BOOTH #
STREET ADDRESS                    CITY                      STATE ZIP
PHONE                        FAX                        E-MAIL
ORDERED BY (print name)                         SIGNATURE

THIS FORM MUST BE INCLUDED WITH YOUR ORDER.

CREDIT CARD AUTHORIZATION

All information must be provided. Your order will not be processed if any information is missing. We require that your credit card charge authorization be on file with MEE even if you are paying by company check, bank draft or bank wire transfer.

<table>
<thead>
<tr>
<th>Credit Card Type</th>
<th>Account #</th>
<th>Expiration Date</th>
<th>Security Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visa</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Master Card</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>American Express</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Discover</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Cardholder's Name - Please Print  Cardholder's Signature
Cardholder Billing Address  City, State, ZIP  Telephone

CALCULATION OF ORDERS

Material Handling $  
Other MEE Services (specify) $  
Subtotal of all Orders $  
Please add 6.85% Utah State Sales Tax (for any items other than Material Handling) $  
FULL PAYMENT - In US funds drawn on a US Bank. $  
MEE Federal ID # 87-0265937. MEE is exempt from backup withholding tax. $  

Discount prices are available for orders placed and paid for in full by the advance order deadline.
Please see "Payment Policy" for more information.
MATERIAL HANDLING ESTIMATE

COMPANY NAME                                   DATE           BOOTH #

Use this page to determine your material handling cost; add the estimated cost to the "Payment Calculation" page.
To assist you in preparing this form, please read, "Shipping and Handling Instructions".

MATERIAL HANDLING: Crated, boxed, or skidded materials will be received at the MEE warehouse up to 30 days in advance of show. They will also be received on show site. See page 3 for direct to show site receiving dates. Materials will be delivered to respective booths. Any materials without a form of payment attached for material handling will be held until payment is made. Empty containers will be removed and stored until the end of the show. At that time, they will be returned to the original booth. When materials are prepared for shipment, they will be taken to the dock and loaded on designated vehicles.

Description of services and material handling prices are listed below.

ADVANCE SHIPMENTS TO MODERN EXPOSITIONS WAREHOUSE

CRATED OR UNCRATED SHIPMENTS
Shipments that can be unloaded at the dock with no additional handling required.
Each shipment received is charged separately. Cumulative weights are not allowed on minimums. Prices apply to shipments that meet the deadline only.

<table>
<thead>
<tr>
<th>PER 100 LBS</th>
<th>MIN CHARGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>On Time</td>
<td>98.00</td>
</tr>
<tr>
<td>Late</td>
<td>128.00</td>
</tr>
<tr>
<td></td>
<td>200 lb. minimum</td>
</tr>
</tbody>
</table>

SHIPMENTS REQUIRING SPECIAL HANDLING
Shipments that require special handling, unboxed Items, machinery/heavy equipment or blanket wrapped items.

<table>
<thead>
<tr>
<th>PER 100 LBS</th>
<th>MIN CHARGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>On Time</td>
<td>114.00</td>
</tr>
<tr>
<td>Late</td>
<td>148.00</td>
</tr>
<tr>
<td></td>
<td>200 lb. minimum</td>
</tr>
</tbody>
</table>

SMALL PACKAGE SERVICE  (maximum 3 packages per shipment)
Cartons and envelopes received without documentation. Maximum weight is 50 lbs per shipment, per delivery. Maximum 3 packages per shipment. This includes UPS, Fed Ex etc. All Shipments Received via air carrier that do not fall under the small Package category, or 4 packages or more, may be subject to special handling charges.

<table>
<thead>
<tr>
<th>FIRST PKG.</th>
<th>ADD'L PKG.</th>
</tr>
</thead>
<tbody>
<tr>
<td>On Time</td>
<td>75.00</td>
</tr>
<tr>
<td>Late</td>
<td>125.00</td>
</tr>
</tbody>
</table>

TRANSPORTATION SURCHARGE
Charged for freight taken back to the Modern Expo Warehouse This is also charged for freight delivered or picked up outside the designated freight delivery and pick up times

<table>
<thead>
<tr>
<th>PER SHIPMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 200 pounds</td>
</tr>
<tr>
<td>201 - 10,000 pounds</td>
</tr>
</tbody>
</table>

DELIVERY DEADLINE
Advance shipments to warehouse that are not received by the designated date or before show move-in.

OUTBOUND MATERIAL HANDLING ONLY
Freight handled only at the close of show, Material Handling fees include Taking materials to the dock and loading on designated carriers

<table>
<thead>
<tr>
<th>PER 100 LBS</th>
</tr>
</thead>
<tbody>
<tr>
<td>35.00</td>
</tr>
</tbody>
</table>

TOTAL THIS PAGE $

MATERIAL HANDLING COST CALCULATION FORMULA

Shipment Weight (round to the next 100 lbs.) = Total CWT @ Per 100 = $
All freight charges must be pre-paid. All shipments sent freight collect will be refused.

ADVANCE WAREHOUSE SHIPPING
TO: (Name of Exhibitor & Booth #)
Utah Ophthalmology Conference 2020
C/O Modern Expo & Events
3370 West 500 South
Salt Lake City, Utah 84104

Advance Receiving Dates: Jan. 21 - Feb. 27, 2020
Warehouse-No Later Than: February 27, 2020

Advance Warehouse receiving hours are Monday thru Friday 8:00 AM to 4:00 PM

DIRECT SHOW SHIPPING
TO: (Name of Exhibitor & Booth #)

Direct Show Shipping is not available for this show. Any freight not received by the delivery deadline date of Wednesday, February 27, 2020 will still be received and delivered to show site but will subject to the delivery deadline fee and/or a transportation surcharge.

Direct To show-No Earlier Than:

SHIPMENT INSTRUCTIONS AT CLOSE OF SHOW
The designated ground and air carrier for this show is YRC Freight.

All exhibitor freight not picked up by their exhibitor designated carrier will be forced out on YRC Freight:
Friday, February 28, 2020 at 9:00 PM

For outbound shipping, please see us at the exhibitor service desk and fill out a Modern Expo & Events Bill of Lading. Freight sent back to MEE’s warehouse will be charged for the additional handling.

Ship To:
Company: ____________________________
Contact Name: ________________________
Address: ____________________________
Phone Number: _______________________

Bill To:
Company: ____________________________
Contact Name: ________________________
Address: ____________________________
Phone Number: _______________________

e-mail: expo@modernexpo.com  phone: 801-983-8160
Benefits of Advance Shipping to MEE Warehouse: Storage of materials for up to 30 days prior to your show. Delivery of materials directly to your booth space prior to your scheduled move-in time. Many convention centers and hotels do not have facilities to receive and store freight and may refuse a shipment sent to them prior to show dates.

How to Ship to Advance Warehouse: Remove all old shipping and empty storage labels. Fill out and attach enclosed Advance Shipping Label(s). Complete enclosed Material Handling Form. Confirm receipt of your shipment prior to leaving for the show. All shipments must have a Bill of Lading showing number of pieces, weight, and type of merchandise. Certified weight tickets must accompany all shipments. Take the time to make sure your shipment(s) is properly packed. MEE is not responsible for any damage that occurs in shipping. Please do not ship uncrated or blanket wrap items to warehouse. These types of items should be sent directly to show site.

Freight Carriers: Select a carrier with trade show experience. Make sure to give your carrier specific instructions, including dates and times when shipments must be delivered and picked up. Delivery and pick up times for trade shows often fall outside of "normal" delivery hours. Make sure your carrier is committed to and capable of meeting target dates and times. Make sure to plan not only for your shipment to the show, but for your return shipment, as well.

Damage: Relative to shipments consigned to MEE’s warehouse, MEE will exercise all possible diligence and care in receiving, handling and transporting your shipment. MEE shall not be liable for loss or damage from fire, natural disaster or contingencies beyond the control of MEE. In any case, the liability of MEE is limited to $0.30 per pound with a maximum of $50.00 per item, and a maximum of $1,000.00 per shipment while exhibitor goods are in MEE’s warehouse or MEE-owned and operated vehicles for delivery to show site.

Estimating Material Handling Charges: Material Handling charges are based on the weight of the freight. Shipments are billed in increments of 100 pounds and are rounded up to the nearest hundred. There is a minimum charge of 200 lbs. on many shipments. Please refer to the Material Handling Estimate sheet for pricing details. MEE cannot and will not accept collect shipments. Crated and uncrated shipments must be separated on individual Bills of Lading with separate weight tickets. Failure to separate crated and uncrated shipments will result in the entire shipment being classified as and charged at the uncrated/special handling rate.

Machinery Labor and Equipment: Labor and equipment for uncrating, un-skidding, positioning, leveling, installing, dismantling, re-crating and re-skidding must be ordered separately. See the Forklift and Labor forms to order these services.

Storing Empty Containers: Properly labeled empty shipping containers will be picked up from your booth space and stored. They will be returned to you as quickly as possible following the close of the show. Depending on the size of the show, it can take between two and twelve hours to return all empty containers. Please plan accordingly. Labels are available from the MEE Exhibitor Service Desk on show site. Do not store any materials or valuables in containers marked "empty." MEE has no liability for items sent to empty storage in crates. Empty crate storage should not be considered secure storage.

Outbound Shipments: Each outbound shipment must have a completed MEE Bill of Lading accompanying the shipment. Bills of Lading are available at the MEE Exhibitor Service Desk. Exhibitors will need to make their own arrangements for pick-up. An exhibitor representative should remain on-site to insure that your shipment is picked up. Any shipments that remain on-site past the outbound shipping deadline, will be forced out on MEE’s carrier of choice and the exhibitor billed accordingly. MEE does not provide carrier shipping labels or Bills of Lading. These must be obtained from your carrier of choice.
SPECIAL HANDLING EXPLAINED

Shipments requiring special handling are shipments that are loaded in such a way as to require additional labor and handling to unload or load out. Additional fees beyond the standard crated rate will apply. See page 17 for more information on rates.

**Side Door Loading:** shipments arriving for delivery in a way that prevents access to the rear of the trailer.

**Ground Loading:** vehicles that are not dock height preventing the use of loading docks.

**Designated Piece Loading:** when a trailer must be loaded in a particular order to ensure fit.

**Constricted Space Loading:** freight loaded down one side or “high and tight” making the shipment not readily accessible.

**Uncrated Shipments:** material that is shipped loose or pad-wrapped, and/or unskidded machinery without proper lifting bars or hooks.

**Stacked, Cubed-out, or Loose Shipments:** shipments requiring items to be removed to ground level for delivery to booth and items that would need to be unstacked/stacked, unstrapped/strapped, or loadbars to be removed/installed during the unload or load out process.

**Multiple Shipments:** shipments that are loaded mixed on the truck, failing to maintain shipment integrity and/or have multiple delivery areas.
These shipping labels are provided for your convenience to assist in preparing shipments to the advance warehouse. Please cut along the dashed lines and affix one to each piece of your shipment to the advance warehouse. Please make additional copies of these labels as needed.

Important notes: Warehouse is not temperature controlled. Hazardous material will not be accepted at the warehouse.
EXHIBITOR APPOINTED CONTRACTOR

EXHIBITOR NAME

DATE

BOOTH #

STREET ADDRESS

CITY

STATE

ZIP

PHONE

FAX

ORDERED BY

PRINT NAME)

SIGNATURE

CONTRACTOR NAME

AUTHORIZED REPRESENTATIVE

STREET ADDRESS

CITY

STATE

ZIP

PHONE

FAX

SHOW SITE REPRESENTATIVE (IF DIFFERENT THAN ABOVE)

Rules and Regulations for Exhibitor Appointed Contractor

An Exhibitor Appointed Contractor (EAC) is any company other than Modern Expo & Events (MEE), the
Official Service Contractor, that an exhibitor may wish to use inside the exhibit hall before, during, or after the show.

Usually, an EAC is contracted to set or supervise the setting of an exhibitor's display. An EAC may not perform any of
the following functions: Drayage/Material Handling, Electrical, Plumbing, Mechanical, Booth Cleaning, Booth
Security, Floral, Telephone, Food & Beverage Service, and Draping and Decorator Labor. However, an EAC
may be contacted to supervise the procurement of items listed above.

An EAC must provide the following to MEE no later than 30 days prior to exhibitor move-in. Requests received later
than 30 days prior to exhibitor move-in will be denied.

1) The above form must be filled out completely and returned to MEE.
2) EAC must furnish current certificates of insurance naming MEE as additional insured for both liability and workers
compensation. Liability coverage must be at least $2,000,000 aggregate and $1,000,000 each occurrence. Workers
compensation coverage must be at least $1,000,000 aggregate and $500,000 each occurrence. Failure to provide
proper insurance documentation will result in EAC being barred from the exhibit hall.
3) EAC must provide payment in full for all services ordered from MEE. Please see Payment Policy sheet for more
information. The exhibitor is ultimately responsible for any charges incurred by its EAC. Any unpaid charges incurred
by an EAC will be collected from the responsible exhibitor prior to the close of the show.
4) EAC must confine its activities to the exhibit space of the contracting exhibitor. No storage areas, service desks, or
work facilities will be allowed.
5) EAC may not solicit business on the exhibit floor.
6) Exhibit hall, service and storage areas, and loading docks are under the control of the Official Service Contractor
and all activities must be coordinated through MEE.
7) MEE accepts no responsibility for damage to any exhibitor material under control of the EAC or to material that has
been left in public areas such as aisle ways, loading docks, storage or work areas, or hallways.
8) EAC employees must identify themselves to MEE personnel and wear appropriate identification badges at all times.
Temporary identification badges will be available from the MEE service desk if necessary.
9) EAC and its employees will conduct themselves within the governing show rules as established by the show
management or association. Such rules may include rules governing the appearance and conduct of workers and
during what hours work may be performed. Please check with show management to verify the details of such rules.

Any EAC who has not provided the above information at least 30 days
in advance of exhibitor move-in will be barred from the exhibit hall.
THIRD PARTY PAYMENT AUTHORIZATION

Both parties MUST sign this form indicating acceptance, otherwise, request will be denied. When a third party is handling our display and/or paying for any services on your behalf, we will agree to this third party arrangement if the following payment is agreed upon and all signatures are properly completed.

By signing this form, both parties agree and understand that the exhibiting firm is responsible for all charges.

In the event that the named third party does not make payment by show close, Modern Expo & Events will be paid by the exhibiting firm on demand at show site.

The show site invoice may or may not include any outbound services, such as additional material handling, rigging, and/or shipping charges.

SERVICES TO BE COVERED BY THIRD PARTY

- All Services
- Booth Furnishings
- Floral
- Specialty Furniture
- Carpet
- Audio Visual
- Material Handling
- Electrical
- Booth Cleaning
- Install/Dismantle Labor
- Other (please specify)

THIRD PARTY INFORMATION

Company Name: ____________________________ Contact: ____________________________
Company Address: ____________________________ Phone: ____________________________
City, State, Zip: ____________________________ Fax: ____________________________
Authorized Signature: ____________________________ Email: ____________________________

EXHIBITING COMPANY INFORMATION

Company Name: ____________________________ Contact: ____________________________
Company Address: ____________________________ Phone: ____________________________
City, State, Zip: ____________________________ Fax: ____________________________
Authorized Signature: ____________________________ Email: ____________________________

THIRD PARTY CREDIT CARD INFORMATION

- Visa
- Master Card
- American Express
- Discover

Account #: ____________________________ Expiration Date: ____________________________

Security Code: ____________________________

Billing Address: ____________________________ City, State, Zip: ____________________________
Name on Card: ____________________________ Authorized Signature: ____________________________

If you are tax exempt for the state this event occurs in, you must provide a tax exemption certificate for the state in which the show is being held. Please submit tax exemption certificate to: expo@modernexpo.com

Utah Ophthalmology Conference 2020
Sheraton Salt Lake City
February 28, 2020
Pre-Order Discount Deadline February 21, 2020

424 South 700 East
Salt Lake City, Utah 84102
P: 801-983-8160 F: 801-521-3040
expo@modernexpo.com
SHOW SITE WORK RULES

EXHIBIT LABOR JURISDICTION

To assist you in planning your participation in your Salt Lake City area show, we are certain you will appreciate knowing in advance that union labor will be required for certain aspects of your exhibit handling. Modern Expo & Events utilizes the local stagehand union for exhibit installation and dismantling, material handling, sign hanging and rigging, and installation of display materials, including flooring. The union allows only full-time, permanent employees of the exhibiting company (no temporary or part-time personnel) to work on the installation and dismantling of their own exhibits. These employees must be clearly identifiable and must obtain a work badge from show management. If additional personnel are required, union personnel must be acquired through the official service contractor (MEE). Non-union temporary personnel acquired from local temporary agencies will not be allowed to perform any type of work that is covered under the jurisdiction of the stagehand union contract.

FREIGHT HANDLING JURISDICTION

Modern Expo & Events has been selected by Show Management to oversee and handle all incoming and outgoing exhibit materials, displays and empty crates. It is the responsibility of MEE to manage the docks and to schedule vehicles for smooth and efficient move-in and move-out of the exposition. All materials shipped to the exhibit facility by a third-party carrier are the responsibility of MEE and are subject to material handling charges. Exhibitors may, upon prior approval from Show Management, deliver and move in and out their own display materials, provided those materials can be carried by the exhibitors employees without the assistance of wheeled dollies, carts, pallet jacks or forklifts. Any materials that cannot be carried by the exhibitor’s employees must be moved by union personnel and are subject to material handling and/or labor charges. NOTE: Exhibitors may not borrow MEE hand trucks, dollies, flat trucks, pallet jacks or other freight handling equipment. Exhibitors may not bring their own freight handling equipment to unload or load exhibit materials. Cartload service is available.

IN GENERAL

Union members at all levels will be instructed to refrain from expressing any grievance or directly challenging the practices of any exhibitor. All questions originated by labor are to be expressed only to MEE and/or the exhibit manager. Exhibitors are asked to refrain from voicing complaints about labor directly to union personnel. Any complaint should be brought to the attention of MEE. The solicitation and acceptance of gratuities, in any form or amount is strictly prohibited.

e-mail: expo@modernexpo.com
phone: 801-983-8160