



CASUAL MARKET CHICAGO

September 12 - 15, 2017

Tuesday - Friday

The Merchandise Mart

Chicago, IL

Exhibitor Manual



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WELCOME

WELCOME

Welcome to Casual Market Chicago, September 12 - 15 (Tuesday - Friday), 2017, the ultimate destination for outdoor furniture, accessories & living trends. For more than 40 years, Casual Market Chicago has been the only show in North America devoted to the indoor/outdoor casual furnishings industry that is exclusively endorsed by the International Casual Furnishings Association (ICFA).

Because our exhibitors bring in the newest, most innovative products that showcase the latest trends in color, product design and fabric patterns, Casual Market Chicago is the one-stop shop for thousands of top buyers who attend the Market each year. This year, the Market is better than ever with special feature areas, seminars and special events that both you and your clients will enjoy.

This manual will guide you through the process of exhibiting at Casual Market Chicago. It outlines helpful hints about the Show and associated special events as well as useful information about The Merchandise Mart and MMPI. Reference this book for promotional information and ways to maximize your exposure at the Show, operational recommendations for smooth move in, run of show and move out details, and frequently asked questions.

We look forward to your arrival and working with you to ensure another great Casual Market Chicago this September.



WELCOME

PROMOTION

Attendee Promotions

Casual Market Chicago targets qualified retail buyers and trade professionals through an extensive, full-scale and focused marketing campaign.

Audience

- ☐ Casual Market Chicago is open to the trade only. Attendees include thousands of owners and executives from a variety of retail stores and industry sources including:
 - Specialty Casual Furniture Retailers
 - Home Furnishings Retailers
 - Pool & Spa Retailers
 - Garden Center Retailers
 - Cataloguers
 - Home Center/Hardware Retailers
 - Discount/Mass Merchandisers
 - Hearth & Fireplace Retailers
 - Gift & Decorative Accessory Retailers
 - Department Stores
 - Hospitality Buyers
 - Hotel Specifiers
 - Interior Designers/Architects
 - Landscape Designers/Architects
 - E-tailers

Direct Mail

Targeted direct mail with more than 150,000 impressions including:

- ☐ Attendee Mailer
- ☐ Market Brochure
- ☐ Preview Guide
- ☐ And more

HTML Email Blasts

- ☐ Approximately 20+ emails to attendees between February 2017 and September 2017 including:
 - Reasons to Attend Market
 - What's New at Market
 - Special Events
 - Travel
 - And Much More!

Website – www.casualmarket.com

- ☐ Online Pre-Registration for Buyers & Exhibitors
- ☐ Book your Travel
- ☐ Market Special Events and Seminars
- ☐ Exhibitor and Showroom Listings
- ☐ Online Product Locator
- ☐ Special Feature Areas

PROMOTION (CONTINUED)

Buyer Relations

- ☐ Buyer Outreach
 - E-blasts Campaigns
 - Call Campaigns
 - First Time Buyer Program
 - On-site Visits / Retailing

Association Outreach

- ☐ Associations
 - International Casual Furnishings Association (ICFA)
 - American Society of Interior Designers (ASID)
 - American Society of Landscape Architects (ASLA)
 - International Interior Design Association (IIDA)
 - Association of Professional Landscape Designers (APLD)
 - Illinois Landscape Contractors Association (ILCA)

Advertising

Magazine

- ☐ Casual Living
- ☐ Furniture World
- ☐ Garden Center Magazine
- ☐ Hearth and Home
- ☐ HFN
- ☐ Home Furnishings Business
- ☐ Hospitality Design
- ☐ Luxury Pools & Outdoor Living
- ☐ Ocean Home
- ☐ Patio and Hearth Products Report
- ☐ RetailerNOW
- ☐ And more

Internet

- ☐ Casual Living E-Weekly Newsletter
- ☐ Casual Living Website
- ☐ Furnitureglobal.com Website
- ☐ Furniture & Accessories World Website
- ☐ Furniture Today E-Weekly Newsletter
- ☐ Hearth & Home E-Campaign
- ☐ HFN E-Newsletter
- ☐ Home Accents Today E-Weekly Newsletter
- ☐ Home Accents Today Website
- ☐ ICFA Website www.icfanet.org
- ☐ Patio & Hearth Products Report E-Newsletter and Website
- ☐ And more



WELCOME

MEDIA AND PUBLICITY

Our Public Relations Agency is here to work with you to make your experience at Casual Market Chicago the most successful it can be. In addition to promoting the overall event, our PR team is interested in hearing about you and your products. Please contact us and tell us about anything that might be newsworthy. **Please contact JoChicago at: pr@jochicago.com**

We want to include your company press kits in our Press Room. We encourage all exhibitors to share their press kits with the media by offering 20 press kits in the onsite Press Room. We recommend you clearly mark your company name and booth number on each press kit. It is also a good idea to keep extra press kits in your booth throughout the Market. Please send 20 press kits by Friday, September 8, 2017 to:

Dyra Holt
Attn: Casual Market Press Kits
theMART
222 Merchandise Mart Plaza, Suite 470
Chicago, IL 60654

FREE MARKETING TOOLS FOR EXHIBITORS AND SHOWROOMS

We want to make it easy for you to drive more business to your booth/showroom. Casual Market Chicago offers showrooms and exhibitors free promotional tools to market their presence to buyers attending Casual Market Chicago this September. This is just a sample of the many opportunities available to you as an exhibitor at Casual Market Chicago.

Casual Market Chicago Logo

Sending out an e-mail or creating your own direct mail piece? Be sure to include the FREE Casual Market Chicago logo to use when creating your own marketing materials. This logo can also be added to your home page and can link directly to Casual Market Chicago's Website. Logo will be sent via e-mail upon request.

Customizable Eblast

Send your buyers an email inviting them to see you at Casual Market Chicago. A customizable template featuring the 2017 show creative will be sent out to all exhibitors and you can customize with your own text and images to send to your database. Instructions and the customizable email will be sent in June 2017.

For complete information about the free marketing materials and forms, as well as other sponsorship and promotional opportunities, please reference the marketing manual at www.exhibitorinfo.com/casual or contact Dyra Holt, Marketing Coordinator at casualmarket@themart.com or call 312.527.7934



CASUAL
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WELCOME

EXHIBITOR AMENITIES

EXHIBITOR SERVICE DESK

Please know that the Exhibitor Service Desk is there to help you with any questions you may have about all operational aspects of Casual Market Chicago. Please do not hesitate to stop by on site at any time if you have questions or needs. The Exhibitor Service Desk will be located on the 7th floor next to the Show office.



WELCOME

SPECIAL EVENTS

MONDAY, SEPTEMBER 11

ICFA Industry Roundtable

1:00 PM | Location TBD

Share your ideas. Learn and network with fellow retailers and industry professionals in roundtable discussions. Followed by a showroom reception.

TUESDAY, SEPTEMBER 12

First Time Attendee Welcome Gathering

11 AM | ICFA Lounge | 7th Floor

New to the Market? First time attendees will feel right at home at the special welcome gathering on the first day. Stop in to meet some of the Show and Association leaders, and to learn some handy tips and tricks for navigating your first Casual Market. Hosted by theMART and ICFA.

Keynote Presentation

12 PM | Location TBD

Opening Night “Backyard BBQ” Party

6 PM – 7:30 PM | South Drive | Merchandise Mart

The Opening Night Party will be a festive “Backyard BBQ” Party taking place on the South Drive of the Merchandise Mart along the scenic Chicago River. Kick off your Market experience with some hors d’oeuvres and cocktails at this key networking event. Hosted by theMART and sponsored by *Hearth & Home Magazine*.

WEDNESDAY, SEPTEMBER 13

International Casual Furnishings Association (ICFA) Annual Meeting

7:30 AM | Location TBD

The annual meeting of the entire International Casual Furnishings Association (ICFA) membership provides a forum for discussion of industry issues, election of Association officer/directors, an update on ICFA activities and membership benefits, and an Association financial review. Open to all International Casual Furnishings Association members.

Keynote Presentation

12 PM | Location TBD

THURSDAY, SEPTEMBER 14

ICFA AWARDS GALA

6:30 PM | Field Museum, Stanley Field Hall

The grandest event of Casual Market Chicago, the ICFA Awards Gala, celebrates the casual industry’s great achievements. The Apollo Awards celebrate the top retailers in single and multi-store categories. The 2016 Lifetime Achievement Award honorees will be recognized, and awards will be presented for the Lillian B. Winchester “Best of Show” recipient, the Sale Representative of the Year and the Manufacturer of the Year* Tickets required. Hosted by the ICFA and theMART.



WELCOME

Overview of Merchandise Mart Properties, Inc.

Merchandise Mart Properties, Inc. (MMPI), a division of Vornado Realty Trust, is a leading owner and operator of integrated showroom and office buildings, as well as trade show facilities, bringing buyers and sellers together through market events, trade and consumer events and conferences.

As both a property manager and trade show producer, MMPI has been North America's market maker for the industries it serves, bringing together wholesalers, retailers and consumers for more than 65 years.

MMPI has three primary areas of focus: Property Management, Trade & Consumer Show Management and Industry Expertise.

Vornado Realty Trust

Vornado Realty Trust, owner of MMPI and based in New York City, is a fully integrated equity real estate investment trust with four major platforms—New York City office, Washington, D.C. office, Retail Properties and Merchandise Marts. With a portfolio of approximately 100 million square feet, Vornado is one of the largest owners and managers of real estate within the U.S. Vornado's common shares are listed on the New York Stock Exchange and are traded under the symbol VNO.

The Merchandise Mart

The Merchandise Mart is the world's largest commercial building, wholesale design center and one of Chicago's premier international business locations. Encompassing 4.2 million gross square feet, The Mart spans two city blocks and rises 25 stories.

The epicenter for creative, technology and advertising companies, as well as high design and luxury goods, The Merchandise Mart is located in the heart of a city that is home to prestigious fine art institutions, world-class museums, award-winning architecture, professional entertainment venues and diverse restaurant offerings. The Mart spans two entire city blocks on the bank of the Chicago River. The historic building welcomes ten million visitors annually to 15 major shows and dozens more conferences, seminars and special events.

The Merchandise Mart anchors Chicago's most creative neighborhood, River North and is just blocks from the famous Magnificent Mile where exclusive shops and four-star hotels bustle with activity from the Tribune tower to North Avenue Beach. Equally close is Millennium Park, Chicago's newest architectural landmark which features celebrated public art works and boasts breathtaking views of both the lakefront and the skyline.

The Merchandise Mart welcomes 38,500 people each business day and nearly 10 million people each year. Visitors frequent The Mart's retail shops and restaurants, LuxeHome® kitchen and bath boutiques, 8 floors of permanent showrooms for gift, home, outdoor and commercial furnishings, 15 major trade and consumer shows as well as dozens of meetings and special events. In addition, The Mart is home to 15 floors of office space for innovative technology firms, creative advertising firms, educational institutions, non-for-profits and high-quality government agencies.

The Merchandise Mart became the world's largest LEED®-EB certified building in November 2007 and recently earned LEED Gold Status. LEED is the nationally accepted benchmark for design, construction and operation of high performance green buildings and is awarded by the U.S. Green Building Council (USGBC).

The Mart's amenity-rich complex offers convenience that not only serves those who work here but also those who visit here. From professional to personal, there is a full range of time-saving services to make your day at the show easier and more productive



CONTACT INFORMATION

SALES & MARKETING

Susan McCullough
Senior Vice President
smccullough@themart.com
312.527.7756

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Managing Director, Marketing
bhicks@themart.com
312.527.7643

Byron Morton
Vice President of Leasing
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312.527.7701

Madeleine Tullier
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312.527.7583

Dyra Holt
Marketing Coordinator
casualmarket@themart.com
312.527.7934

EXHIBITOR REGISTRATION

Wendy Confrey
Director of Registration Services
wconfrey@themart.com
312.527.7603

TRADESHOW FINANCE

Maricela Padilla
mpadilla@themart.com
312.527.7880

OPERATIONS

Megan Davidson
Director of Tradeshow Operations
mdavidson@themart.com
312.527.7514

PUBLIC RELATIONS

JoChicago
pr@jochicago.com
126 W. Kinzie Street, 2nd Floor
312.222.0988

MEETING PLANNING & SPECIAL EVENTS

Myca Stahl
Event Manager
mstahl@themart.com
312.527.3082



EXHIBITING INFORMATION

OVERVIEW

DRAYAGE

Also known as “materials handling,” drayage is the labor to receive freight during move-in, delivering it to your booth, removing empty containers, storing and returning them after the show, and loading materials for outbound shipping. Drayage is charged at a rate of \$2.32 per square foot of contracted space.

BOOTH LIGHTING

Exhibit space includes a standard booth lighting package: (2) 17W PAR38 3500K narrow flood lights for every 100 sq. ft. of rented booth space. A maximum of 6 floodlights can be put in each 100 sq. ft. booth. We can provide more light fixtures, and electricity if needed. Please see the Booth Order Form.

BOOTH CLEANING

theMart ensures that all booths will be vacuumed prior to the show at no charge.

WIRELESS INTERNET ACCESS

Wireless internet access is available at no charge throughout the show floor for the convenience of exhibitors.

TARGETED/DEDICATED FREIGHT MOVE IN DATES

Please arrange for your freight to arrive on:

Thursday, August 31	8:00AM – 3:00PM
Friday, September 1	8:00AM – 3:00PM
Tuesday, September 5 – Friday, September 8	8:00AM – 3:00PM

BOOTH IDENTIFICATION SIGN

All exhibitor spaces will be identified with a clean, simple booth sign that includes exhibitor name and booth number. As necessary, multiple signs will be available for large spaces to help attendees navigate the show floor.



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EXHIBITING INFORMATION

SCHEDULE

	8am	9am	10am	11am	12pm	1pm	2pm	3pm	4pm	5pm	6pm	7pm	8pm	9pm	10pm
Thurs, Aug 31 - Fri, Sept 1	Direct to Dock Deliveries 8 am - 3 pm														
Thurs, Sept 5 - Fri, Sept 8	Direct to Dock Deliveries 8 am - 3 pm														
Sat, Sept 9	Set-up (By Appointment Only)/Dock Closed 8 am - 4 pm														
Sun, Sept 10	Set-up/POV's by Appt ONLY 8 am - 4 pm/8am - 12pm														
Mon, Sept 11	Set-up/POV's by Appt ONLY 8 am - 4 pm/8am - 12pm														
Tues, Sept 12		Show Hours 8:30 am - 6 pm													
Weds, Sept 13		Show Hours 8:30 am - 6 pm													
Thurs, Sept 14		Show Hours 8:30 am - 6 pm													
Fri, Sept 15		Show Hours 8:30 am - 2 pm					Dismantling/ POV Load Out/Company Trucks by Appt 2 pm - 10 pm								
Sat, Sept 16	Dismantling/Sold Merch.,POV, & Common Carrier Load Out 8 am - 4 pm/ 8 am - 3 pm														
Sun, Sept 17	Floor Closed														
Mon, Sept 18	Common Carrier Load Out only 8 am - 12 pm														



EXHIBITING INFORMATION

SCHEDULE (CONTINUED)

FREIGHT DELIVERY HOURS

Direct Deliveries:

Thursday, August 31	8:00 AM – 3:00 PM
Friday, September 1	8:00 AM – 3:00 PM
Tuesday, September 5 – Friday, September 8	8:00 AM – 3:00 PM

Sunday, September 10 - Monday, September 11*	8:00 AM- 12:00 PM NOON
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(POV by Appointment ONLY)*

*POV is a Personally Owned Vehicle that is driven by the exhibitor. This does not include common carriers or company trucks.

In order to ease your delivery process, The Merchandise Mart has set aside designated receiving days for Casual Market Chicago exhibitors. All exhibitors are required to submit the Shipment Notification Form. Please arrange for your freight to arrive within the designated time frames above.

Please note:

- Drayage is charged at a rate of \$2.32 per square foot per contracted space.
- Instruct your carrier to arrive early and not withdraw from the line until your merchandise has been delivered.
- A handling charge of \$55 per 100 lbs is applied to shipments that arrive outside the designated schedule.
- theMart is not responsible for loss or theft of materials after they have been delivered to your Casual Market Suite or after they have been picked up for loading out of the dock.

SET-UP HOURS

Saturday, September 9	8:00 AM – 4:00 PM (By appointment only)
• Please note – Carpenters are available for Pre-Order only on Saturday, Sept. 9th.	
Sunday, September 10	8:00 AM – 4:00 PM
Monday, September 11	8:00 AM – 4:00 PM

SHOW HOURS

Tuesday, September 12	8:30 AM – 6:00 PM
Wednesday, September 13	8:30 AM – 6:00 PM
Thursday, September 14	8:30 AM – 6:00 PM
Friday, September 15	8:30 AM – 2:00 PM

DISMANTLING HOURS

Friday, September 15	2:00 PM – 10:00 PM (Return of Empties, dismantling, & POV load out, Company Trucks by appt).
Saturday, September 16	8:00 AM – 4:00 PM

FREIGHT AND PERSONALLY OWNED VEHICLE (POV) LOAD OUT HOURS

Friday, September 15	2:00 PM – 10:00 PM (POV's and Company Trucks by appt.)
Saturday, September 16	8:00 AM – 3:00 PM (POV's, Sold Merchandise, Common Carrier)
* Please note – all merchandise that is sold or picked up via POV must be cleared from the floor by Saturday.	
Monday, September 18	8:00 AM – 12:00 PM (Common Carrier Only)



EXHIBITING INFORMATION

REGISTRATION

EXHIBITOR BADGES

Registering for exhibitor badges is a simple process. Please follow the steps below before your arrival in Chicago.

To register, please visit: <https://new.martreg.com/mars/prereg.cfm?LID=9226> or visit www.casualmarket.com and click on "Register Now."

- Type in all required fields
- Click Accept
- Present the barcode confirmation e-mail at Exhibitor Registration to receive your Show Badge.

Exhibitor badges will NOT be mailed in advance. Badges will only be issued on-site during move-in at Exhibitor Registration in the Sales Office.

When you arrive for move-in, Show Management will issue your authorized badge. Please follow the simple steps below.

- To pick up your badge, please proceed to the 7th Floors using the west elevator bank. Proceed to Exhibitor Registration for your badge.
- Badges are required to be worn at all times when on show floors.

Deadline for Online Registration September 8th, 2017

The 2-D barcode contains all of your registration information. When scanned, your badge will be immediately printed.

All exhibitors working in the booth will need a Business Card. This registration process will better serve you with shorter lines and quicker service. If you have any questions regarding registration, please contact: Customer Service at 800-677-6278 or 312-527-7600.

CONTRACTOR BADGES

The Exhibitor Service Desk, located on the 7th floor, will issue temporary badges, valid only for set-up and dismantling, to contractors on a daily basis.



EXHIBITING INFORMATION

BOOTH EQUIPMENT & SERVICES

BOOTH CLEANING

As part of our service, theMart ensures that all booths will be vacuumed prior to the show at no charge. If you require additional cleaning services, please complete the [Booth Order Form](#) and we will gladly respond to your request.

BOOTH CUSTOMIZATION

If you would like to have theMart customize your booth in any way that involves construction, painting, or flooring, please return the [Customization of Booth Request Form](#). theMart will provide a quote that must be approved by the exhibitor before the production of the custom work starts. Alternatively, you may contract an installer to do such work for you, consistent with the rules regarding exhibitor appointed contractors.

BOOTH EQUIPMENT

Please see below for the lighting that comes with your booth space. Each exhibitor also receives booth identification signage. Please note that your booth is not equipped with any furniture. For questions regarding these services, call (312) 527-7514. In order to more quickly facilitate your on-site requests, we ask that all exhibitors submit the [Method of Payment Form](#) by August 18, 2017.

BOOTH FLOORING

All booths come with grey carpet and the corridors will be carpeted as well. If you would like to order install flooring, please submit the [Customization of Booth Request Form](#). **Please note that if you choose to install your own flooring you must install a transition strip.**

BOOTH LIGHTING AND ELECTRICAL SERVICES

Each 10' by 10' space will be provided with (2) 17W PAR38 3500K narrow flood lights, preinstalled in the overhead track and (1) 150 watt duplex outlet. Each exhibitor may request from the service desk one light adjustment free of charge. All electrical services will be provided and installed by The Merchandise Mart. To order additional lights, please see the [Booth Order Form](#). Questions regarding the acceptability of your electrical set-up may be directed to Megan Davidson at 312- 527-7514 or mdavidson@themart.com.

BUSINESS SERVICES/SERVICE DESK

The Exhibitor Service Desk, located on the 7th floor, offers business services, including photocopying and faxing. The Service Desk can also respond to questions about shipping, materials handling, and billing, and will be happy to assist you in placing orders for booth services or equipment.



EXHIBITING INFORMATION

VENDORS AND SERVICES

AUDIO VIDEO

For audio visual rentals, please contact:

AV Chicago

Contact: Jerry Bernachi

Email: jerry@avchicago.com

(312) 229-4102 (Office)

(847) 274-6359 (Cell)

(312) 229-4100 (Main)

CATERING

A number of food-service providers conveniently located within theMART are prepared to meet your catering requests. Please see most-used catering contacts below. For additional providers, please call (312) 527-7988.

- Artisan Cellar
Wine & Cheese
Contact: Phillip
Berstein
(312) 527-5810
- Au Bon Pain
Drop Off Service
Contact: Paula
or Andrea
(312) 755-9779
- DMK Catering
Full Service
Contact: Jessica
Reno
(312) 972-7352
- Holiday Inn Mart
Plaza
Full Service
Contact: Carrie
Wunderlich
(847) 529-1133
- Foodstuffs
Full Service
Contact: Jay
Lieberman
(847) 328-7710
x 114
- Nick's
Fishmarket
Contact: Chelle
Leckovistch
(312) 621-0211
- The Chopping
Block
Full Service
Contact: Anna
Stevens
(312) 644-2678
x2117
- Pret A Manger
Drop Off Service
Contact: Reina
Alvarado
(312) 348-5605

FLORAL

The preferred vendor for floral arrangements is Artistic Bloom Chicago. Please call (773) 596-9006 to place an order.

FURNITURE RENTAL

For furniture needs, please contact Alex Displays at (312) 829-2948 or sfelder@alexdisplays.com.

For more information, visit www.alexdisplays.com.



EXHIBITING INFORMATION

LEAD RETRIEVAL

QR Leadr is the recommended lead retrieval package for Casual Market Chicago 2017. See QR Leadr Brochure on page 45 to see specific details including pricing.

- To order Lead Retrieval for the Casual Market Chicago please go to: <http://www.qrleadr.com/>
- Click the “submit order” button and under expos Casual Market Chicago 2017.

PEDESTALS

Easy Pedestal Rental
888.350.1325
www.easypedestal.com

Pedestal Plus (For Sale)
1.336.887.2986
www.pedestalplus.com

PHOTOGRAPHY, VIDEOTAPING & BROADCASTING

Photographing, videotaping, filming, or sound recording is prohibited without the prior written consent of Show Management.

SECURITY

Show security will be on duty 24 hours a day from move-in to move-out, but cannot and should not be counted on to provide more than a presence to inhibit theft. Any exhibitors requiring special guard services may request such services only and with approval from Show Management.

Mart Security Phone: (312) 527-7700 Email: dtaylor@themart.com

To help provide for the security of merchandise in your booth, we advise you to staff your booth at all times and not to leave valuables unattended.

TABLE DRAPES

theMart does not provide draping for tables. You can make arrangements for table draping by contacting Classic Party Rentals at (708) 485 -8379.

TELECOMMUNICATIONS

For your convenience, wireless Internet service is available at no charge. Hard line dial-up telephone service is not available.

GRATUTITY

All members of the MMPI staff are a team. Show Management requests that exhibitors do not offer gratuity for labor.



EXHIBITING INFORMATION

TRAVEL

Our official travel partners, onPeak, were able to secure a discounted rates at Allegro Chicago, Courtyard Chicago Downtown River North, Embassy Suites Chicago Downtown, Hampton Inn & Suites Chicago Downtown, Holiday Inn Chicago Mart Plaza, Hotel Chicago, Hotel Palomar Chicago, Kinzie Hotel, Residence Inn Chicago Downtown/River North, Sofitel Chicago Water Tower, SpringHill Suites Chicago Downtown/River North and Westin Chicago River North for Casual Market Chicago 2017.

Please visit www.casualmarket.com and click on Travel for more information.

Please Note: onPeak is the only official hotel provider associated with our event. While other hotel resellers may contact you offering accommodations for your trip, they are not endorsed by or affiliated with the show. Beware that entering into financial agreements with non-endorsed companies can have costly consequences.

It is important to know: We continue to secure housing blocks for convenient access to theMART trade shows and consumer shows and discounted room rates for your stay during the show.

STORAGE

EMPTY CONTAINER STORAGE

Due to City of Chicago Ordinances, packing materials may not remain on the show floor while the show is open. Flammable containers must be removed from the floor.

When your containers are empty, obtain "EMPTY" labels from the Exhibitor Service Desk. Use the labels to mark your crates, boxes and containers with your company name and booth number. Leave the containers in the aisle; for your convenience, these empty labeled containers will be picked up by theMart staff and returned to you at the end of the Show. **Please remember that you will not have access to these containers during the show and the empties will be stored off site. We will do our best to get the empties returned in a timely fashion. However, it is a lengthy process and we ask for your patience throughout this time period.**

Exhibiting Information Helpful Hints

- Register in advance for all your staff badges.
- Save money by being aware of deadlines for ordering equipment and labor.
- Ensure that you have submitted the Method of Payment Form by August 18, 2017.



SHIPPING INFORMATION

SHIPPING ADDRESS AND GUIDELINES

SHIPPING ADDRESS

2017 Casual Market Chicago
(Your Company Name)
(Your Booth Number Floor X-XXXX)
c/o theMart
222 Merchandise Mart Plaza
Chicago, IL 60654

Drayage will be billed at a rate of \$2.32 per square foot per contracted space.

SHIPPING GUIDELINES

1. Consolidate all freight—booth, merchandise, literature, etc.—into one shipment.
2. Clearly label all packages with show name, company name, and booth number. Remove all old labels.
3. **All freight must be no larger than 5' wide x 10' long x 5'8" high and weigh less than 2,000 pounds. Any freight that exceeds these measurements and theMart does feel safe to turn on its side will be charged a handling fee of \$55 per item, per trip. theMart is not responsible for damage or loss to product during turning. Any items too large to move will be held at the loading dock for unpacking. An hourly surcharge will be applied and your booth set-up will be delayed.**
4. Create a detailed inventory sheet of every item you are shipping or bringing to the show. Be able to provide the number of units, item descriptions (i.e. cartons, cases, crates, and/or individual items), and weight for all shipments being delivered to the Show.
5. All shipments should include piece count to ensure proper tracking, manifesting, and delivery of freight.
6. Insure your merchandise against theft, damage, and loss from the time it leaves your facility until it returns.

A handling charge of \$55.00 per 100lbs is applied to shipments that arrive outside the Targeted Deliveries schedules OR to shipments that exceed the freight size limitations.



SHIPPING INFORMATION

DIRECTIONS TO THE MERCHANDISE MART LOADING DOCK

Directions to theMart / The Merchandise Mart Loading Dock (Common Carrier/Large Trucks):

From I-90/94, exit on Ohio Street. At the first light, turn right onto Orleans. Proceed for 3 blocks and turn right onto Hubbard. Proceed for 1 block and turn left onto Kingsbury. Continue for 1 block and turn left onto Kinzie. Continue on Kinzie for 1 block until you reach a stop sign. Turn right into the dock.

Directions to The theMart / Merchandise Mart Loading Dock (Cars and Small Trucks):

From I-90/94, exit on Ohio Street. At second light, turn right onto Franklin. Continue four blocks south on Franklin to Kinzie. Turn right onto Kinzie. At the first stop sign, turn left into the dock.

DOMESTIC SHIPPING

UPS Freight c/o J & J Motor Service (312) 225-3323 is the preferred shipper of the Casual Market Chicago. However, each exhibitor is free to choose their own means of shipping.

INTERNATIONAL SHIPPING

R.E. Rogers is the official customs broker and international freight forwarder for Casual Market Chicago. For more information, contact them at (847) 806-9200 or import@rerogers.com.

PERMANENT SHOWROOM TENANTS

If you are a permanent tenant and are showing merchandise in the Casual Market Suites please return the [Tenant Move Form](#) no later than Friday, August 18, 2017.

CUSTOMS INFORMATION

R.E. Rogers is the official customs broker and international freight forwarder for the 2017 Casual Market Chicago. [Click here for additional information.](#)

theMart is available to receive freight directly at the trade show facility and will operate all drayage services in the trade show facility.

However, pursuant to all applicable laws, theMart is not the importer or the appointed agent of any exhibitor or tenant of a trade show. Therefore, theMart will not provide its federal tax identification number to act as the importer of record for US customs clearance of any international shipments for exhibitors/tenants of the trade shows it manages. If you require a FEN of a consignee we need to review your custom broker shipment paperwork for approval.

Each tenant or exhibitor must work directly with a customs broker to clear trade show shipments in the broker's name or in the exhibitor's name through a customs power of attorney form.

UPS/FED EX/SMALL PACKAGE SERVICES

All packages will be received through the loading dock. **Please note that piece counts cannot be guaranteed for such shipments.** Where possible, exhibitors may avoid delays and extra charges by having express deliveries shipped to their hotel. Any packages received outside of the designated shipping schedule will be billed at a rate of \$55.00 per 100lbs.



SHIPPING INFORMATION

FREIGHT MOVE-IN

Direct Deliveries:

Thursday, August 31 8:00 AM – 3:00 PM

Friday, September 1 8:00 AM – 3:00 PM

Tuesday, September 5 – Friday, September 8 8:00 AM – 3:00 PM

Sunday, September 10 - Monday, September 11* 8:00 AM- 12:00 PM NOON
(POV by Appointment ONLY)*

***POV is a Personally Owned Vehicle that is driven by the exhibitor. This does not include common carriers or company trucks.**

* In order to ease your delivery process, theMart has set aside designated receiving days for both Common Carrier and Personally Owned Vehicle (POV) deliveries specifically for Casual Market Chicago exhibitors. Please arrange for your freight to arrive on the direct shipping dates.

- Drayage will be charged at a rate of \$2.32 per square foot per contracted space.
- **There will be NO load in on:**
 - Monday, September 4 (Labor Day)**
 - Saturday, September 9**
 - Sunday, September 10**
 - Monday, September 11**
- All exhibitors must be set up by 4:00 PM on Monday, September 11, 2017. Booths not set up by this time may be set up by Show Management and assessed a fee. We ask that no construction, arranging or setting up of booths – including deliveries or moving of product – take place during show hours.
- If you choose, you may hand carry small items via the regular show entrances, but please refrain from using handcarts, flatbeds or dollies.

SHIPPING INFORMATION

FREIGHT MOVE-OUT

Friday, September 15	2:00 PM – 10:00 PM Return of Empties, POV load out only, Company Trucks by appointment.
Saturday, September 16	8:00 AM – 3:00 PM (POV's, Sold Merchandise, & Common Carriers). All sold merchandise must be picked up on Saturday, September 16, 2017.
Monday, September 18	8:00 AM – 12:00 PM (Common Carriers only)

- **You may ship your materials from the show via any carrier.** You are required only to contact your carrier, pack your materials, and file a Bill of Lading with the freight desk. theMart / Merchandise Mart Properties, Inc. assumes no responsibility for shipments until they are collected from the exhibitor's booth. A representative of the exhibitor should remain with their property until this has been done.
- All booths must be left in a reasonable state that enables them to be easily repaired and repainted. All nails, Velcro, staples, paper or other materials applied to the booth walls must be removed prior to vacating the booth. Exhibitors will be assessed repair charges based on time and materials if they choose not to comply.
- Please note that every effort to return empty boxes as quickly as possible at the close of the show will be made, but it may take several hours for all empty containers to be returned. Please make travel plans accordingly.

Helpful Hints for Shipping

- Make sure you are aware of the freight delivery and pick-up schedule.
- When preparing to ship, be conscious of the freight size limitations. Freight cannot exceed 5' wide x 10' long x 5'8" high or weigh over 2,000 lbs.
- Remember to include your Company Name and Booth Number on all shipments.



SET-UP AND DISMANTLING INFORMATION

SET-UP PROCEDURES

SET-UP HOURS

Saturday, September 9	8:00 AM – 4:00 PM (By Appointment Only)
Sunday, September 10	8:00 AM – 4:00 PM
Monday, September 11	8:00 AM – 4:00 PM

All exhibits must be set up by 4:00 PM on Monday, September 11, 2017. No construction, arranging, or setting up of exhibits, including deliveries or moving of products, are permitted during show hours.

NOTE:

If you are unsure if your display requires labor, submit the [Customization of Booth Request Form](#) and our Operations Team will gladly respond.

Please note that display materials must adhere to City of Chicago Fire Department Rules and Regulations. Candles are permitted only if completely enclosed on all sides and the container extends 6 inches above the flame. If you require further information, please contact our Megan Davidson at (312) 527-7514 or mdavidson@themart.com.

Exhibitors may hand-carry small items, but we ask that they refrain from using handcarts, flatbeds, or dollies. Our Material Handling Staff is on hand to facilitate such moves.



SET-UP AND DISMANTLING INFORMATION

DISMANTLING PROCEDURES

DISMANTLING HOURS

Friday, September 15	2:00 PM – 10:00 PM (Return of empties, packing, & POV load out and Company Trucks by Appt)
Saturday, September 16	8:00 AM – 4:00 PM

theMart will return your empty containers as soon as possible; however, it may take several hours for all empty containers to be returned. theMart will handle the standard refurbishing of booth walls. Excessive damage to wall panels will be the responsibility of the individual exhibitors.



SET-UP AND DISMANTLING INFORMATION

CONTRACTOR AND LABOR INFORMATION

You have the option of employing your own union labor to assist with the installation of your booth.

CONTRACTOR GUIDELINES

Exhibitors who wish to employ EACs should make known to them the following guidelines:

1. The EAC shall be given the right to provide services requested of them by an exhibitor in set-up and dismantling on the show floor, and shall have the right to utilize qualified employees registered in advance.
2. Services shall not conflict with labor regulations or contracts including jurisdictions claimed by local labor unions. The EAC shall adhere to the rules and regulations in this manual.
3. The EAC shall possess a valid public liability and property damage insurance policy for at least \$2,000,000. The certificate of insurance must name Merchandise Mart Properties, Inc., Merchandise Mart L.L.C., Vornado Realty Trust and Vornado Realty L.P. as additional insured.
4. The EAC shall have a true and valid work order from an exhibitor in advance of the show move-in date and shall not solicit business on the show floor or during move-in or move-out dates.
5. The EAC will share with MMPI all reasonable costs related to their operation including overtime pay for stewards, restoration of the exhibit space to its initial condition, etc.
6. The EAC shall cooperate fully with MMPI, especially with regard to the efficient utilization of labor.

LABOR

Any labor personnel working in your booth must be one of the following:

- 1) Your own company personnel (depending on the type of work being done, union labor may be required). See Union Regulations for additional information.
- 2) Exhibitor appointed contractor. EACs must comply with guidelines regarding EACs. See Exhibitor Appointed Contractors for additional information.

To request the Mart Union Labor, please refer to the [Installation/Dismantle Labor Request Form](#). Additional guidelines regarding Labor should be reviewed on this form.

All orders for dismantling labor must be confirmed no later than 10:00 am on Thursday, September 14, 2017.

UNION REGULATIONS

Union labor will be required for certain aspects of your exhibit handling, **including installation and dismantling of all flooring**. You may set up your exhibit display if one person can accomplish the task in less than ½ hour, without the use of tools and the booth is 100 sq ft (10x10) or smaller. Your personnel may work along with a union installer. The use of power tools, including battery operated tools, and ladders are strictly prohibited. Any such work must be completed by union labor.

Various unions claim jurisdiction over all set-up and dismantling of exhibits including carpentry, electrical and material handling to name a few. Your personnel may work along with a union installer, if one is necessary.

Please contact Megan Davidson (312) 527-7514 for questions regarding union regulations.

Helpful Hints for Set-Up and Dismantling

- Review the Exhibitor Checklist for any Obligatory and Optional Forms.
- Be aware of the schedule for Set-Up and Dismantling. Make travel plans accordingly.

EXHIBITOR CHECKLIST

Obligatory Forms

Deadline: August 18, 2017

- Complimentary Sign Order Form p. 29
- Customization of Booth Request Form p. 30
- Booth Order Form p. 31
- Method of Payment p. 32
- Labor Request Form p. 33
- Shipment Notification Form p. 34
- Permanent Tenant Move Form p. 35
- Exhibitor Appointed Contractor Form p. 36

Optional Forms

Deadline: See Forms

- Display Grid Order Form p. 37
- Display Case Order Form p. 38
- Floral Order Form p. 39
- Expo temp Form p. 40
- Linen Rental Form p. 41



COMPLIMENTARY SIGN ORDER FORM

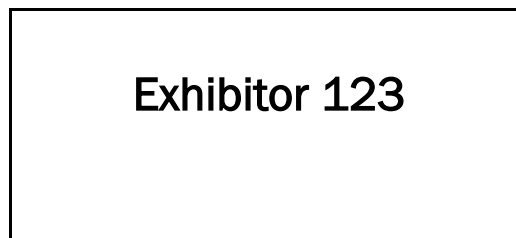
DEADLINE: August 18, 2017

Each booth is provided with two 8-1/2" x 14" identification signs, installed by theMart personnel. If the form is not completed, we will use the company name listed on your contract.

PLEASE TYPE OR PRINT THE INFORMATION AS YOU WOULD LIKE IT TO APPEAR ON YOUR SIGN.

Booth Name: _____

Booth Number: _____



- SAMPLE-

NOTE: Management reserves the right to modify or shorten copy in order to fit within signage space constraints.

Booth Information

Booth Name: _____ Booth Number: _____

Ordered by: _____

Telephone Number: _____ Fax Number: _____

Mail or Fax this form to: **Casual Market Chicago, Attn: Megan Davidson,**
222 Merchandise Mart Plaza, Suite 470, Chicago, IL 60654, (312) 527-7514, FAX: (312) 379-6138
EMAIL: mdavidson@themart.com



CUSTOMIZATION OF BOOTH REQUEST FORM

DEADLINE: August 18, 2017

If you would like to customize your booth in any way that involves construction (i.e. special flooring, painting, and custom lighting), please complete and return this form to us no later than **August 18, 2017**. If your request is not received by the deadline date, service cannot be guaranteed. An MMPI staff member will contact you about implementing your plan and give you quotes on the costs involved. If you have any questions, contact Megan Davidson at (312) 527-7514 or mdavidson@themart.com.

Note: There may be some requests that cannot be accommodated.

Booth Name: _____ Booth Number: _____

Name: _____

Phone: _____ Fax: _____

Please specify your needs. Include complete description (floor plan, drawings, etc.) to assist us in calculating the cost for this request.

Mail or Fax this form to: **Casual Market Chicago, Attn: Megan Davidson,**
222 Merchandise Mart Plaza, Suite 470, Chicago, IL 60654, (312) 527-7514, FAX: (312) 379-6138
EMAIL: mdavidson@themart.com



BOOTH ORDER FORM

DEADLINE: AUGUST 18, 2017

If you need additional equipment or services, complete and return this form.

Equipment	Preorder Rate (before 08/18/17)	On-Site Rate (after 08/18/17)	Quantity	Total
Table: 2'x4'x30" green laminate top	\$50.25	\$63.50		\$
Chair: arm chair-Black	\$32.75	\$41.00		\$
Riser: wooden, 11"x11"x4'	\$14.50	\$18.75		\$
Wastebasket	\$19.25	\$24.25		
			+9% rental	
		(A) Total Equipment		\$
Lighting				
17W PAR38 3500K narrow flood light	\$47.50	\$59.00		\$
			+9% rental	
		(B) Total Lighting		\$
Wattage				
151-500	\$117.75	\$147.50		\$
501-1000	\$228.00	\$285.25		
1001-1500	\$392.75	\$490.50		
1501-2000	\$571.25	\$712.25		
		(C) Total Power		\$

Electrical equipment must conform to City of Chicago code requirements.

1. Zip cords, taps, extension cords over 6', clamp lights or track lights are not permitted.
2. All wiring or flexible cords shall be 3-wire, "hard usage approved", 12-gauge, grounded, unless a component part of an assembly approved under City of Chicago Electrical Code.
3. Christmas tree lights are permitted only with the use of a GFI cord. GFI cords must be rented through theMart.
4. All fixtures must be UL listed, though this does not ensure passage of Chicago Electrical Code.
5. Only theMart light tracks and fixtures are to be used.
6. theMart reserves the right to review all other lighting and electrical to ensure it meets City of Chicago Electrical Code and Building Code. Additional charges may be assessed.

HOUSEKEEPING	Dates	Price/sq. ft./Day	
Carpet Vacuuming-Night of (circle date)	9/12 9/13 9/14	\$.50	\$
(D) Total Cleaning			\$
Total (A-D)			\$

Exhibitor Information

Booth Name: _____ Booth Number: _____

Ordered by: _____ Telephone Number: _____

Fax Number: _____

Mail or Fax this form to: Casual Market Chicago, Attn: Megan Davidson
 222 Merchandise Mart Plaza, Suite 470, Chicago, IL 60654, (312) 527-7514, FAX: (312) 379-6138
EMAIL: mdavidson@themart.com



METHOD OF PAYMENT FORM

DEADLINE: AUGUST 18, 2017

All exhibitors must complete a method of payment.

Booth Name: _____ Booth Number: _____

Address: (City/State/Zip) _____

Ordered By: _____ Print Name: _____

Date: _____ Phone: _____ Fax: _____

☐ **CREDIT CARD (Required of all exhibitors)**

For your convenience, we will use this for authorization to charge your credit card account for your advance orders, and any additional amounts incurred as a result of show site orders placed by your representative. These charges may include labor, equipment rental, material handling and any damages to the suite. An alternate method may be provided at show site.

☐ AMERICAN EXPRESS

☐ MASTERCARD

☐ VISA

Account No: _____

Expiration Date: _____

Cardholder's Name: _____

Signature: _____

Billing Address: _____

City/State/Zip: _____

While we require a credit card of all exhibitors, you may elect to pay for services by cash, check, or with an alternate credit card. If you plan to provide an alternate method of payment at show site, check the appropriate box below. Pre-orders will be charged to the card number provided above unless payment accompanies the order. No orders will be processed until credit card information has been provided.

Pre-order rates apply only to orders received with payment before the AUGUST 18, 2017 deadline.

☐ COMPANY CHECK (must accompany order)

Make Checks Payable to:
MMPI

We have read, understand and agree to all terms as described and have advised our show site representative accordingly.

Signature: _____

Print: _____

Date: _____

IF YOU PLAN TO USE AN EXHIBITOR APPOINTED UNION CONTRACTOR:

☐ **THIRD PARTY AUTHORIZATION**

We understand and agree that we, the exhibiting firm, are ultimately responsible for payment of charges. In the event that the named third party does not discharge payment of the invoice prior to the last day of the show, charges will revert to the exhibiting company. All invoices are due and payable upon receipt, by either party. The items checked below are to be invoiced to the third party:

☐ ALL SERVICES

☐ RENTAL FURNITURE

☐ I & D LABOR

☐ SIGNS

☐ MATERIAL HANDLING

☐ OTHER (Please specify)

THIRD PARTY AGENT:

☐ Personal Credit Card

☐ Company Credit Card

☐ AMERICAN EXPRESS

☐ MASTERCARD

☐ VISA

Account No.: _____

Expiration Date: _____

Cardholder's Name: _____

Signature: _____

Address: _____

City/State/Zip: _____

Phone: _____

Fax: _____

Mail or Fax this form to: **Casual Market Chicago, Attn: Megan Davidson**
222 Merchandise Mart Plaza, Suite 470, Chicago, IL 60654, (312)
527-7514, FAX: (312) 379-6138 EMAIL:mdavidson@themart.com



LABOR REQUEST FORM

DEADLINE: AUGUST 18, 2017

Use this form if you will require assistance in installing or dismantling your display.

LABOR RATES PER HOUR (25% surcharge applied to orders received after 08/18/17):

	Straight Time (8 am-4:30 pm: M-F)	Overtime (After 4:30 pm: M-F 8 am-4:30 pm: Sat)	Double Time (After 4:30 pm: Sat All day Sunday)
Carpenter	\$141.25	\$212.00	\$282.50
Electrician	\$131.25	\$197.00	\$262.50

***Double Time Rates also apply to carpenter labor after 6:30 pm Monday – Friday.**

All labor before 8:00 am and after 4:30 pm Monday through Friday, and all hours Saturday, Sunday and holidays will be charged at the posted overtime and double time rates. (One (1) hour minimum per worker thereafter ½ hr. increments.)

Note: Starting time can be guaranteed only in those instances where personnel are requested for the start of the working day, which is 8:00am, and only for orders placed by the deadline date. All the other orders will be filled as labor is available. All labor must be signed in/out at the Service Desk. Exhibitors not checked in by their requested starting times are subject to a charge of ½ the total time scheduled, per man ordered (one hour minimum), unless we receive written cancellation 24 hours prior to starting time.

Please indicate the service desired and number of personnel required.

INSTALLATION	No. of Personnel	Date	Start Time	*Estimated Duration
CARPENTER				
ELECTRICIAN				

*Type of work to be performed:

DISMANTLE	No. of Personnel	Date	Start Time	*Estimated Duration
CARPENTER				
ELECTRICIAN				

*Type of work to be performed:

Exhibitor Information

Booth Name:

Booth Number:

Ordered by:

Telephone Number:

Fax Number:

Mail or Fax this form to: **Casual Market Chicago, Attn: Megan Davidson,**
222 Merchandise Mart Plaza, Suite 470, Chicago, IL 60654, (312) 527-7514, FAX: (312) 379-6138
EMAIL: mdavidson@themart.com



SHIPMENT NOTIFICATION FORM

DEADLINE: AUGUST 18, 2017

SHIPMENTS WILL BE RECEIVED AND HANDLED IN ACCORDANCE WITH THE INFORMATION SET FORTH IN THE EXHIBITOR MANUAL. A METHOD OF PAYMENT FORM MUST ACCOMPANY THIS ORDER.

Booth Name: _____ Booth Number: _____

Contact Name: _____ Telephone: _____

SHIPMENTS TO THE MERCHANDISE MART DOCK

Shipper name: _____ From City/ State _____

How will you ship: Common Carrier ☐ Personally Owned Vehicle ☐ Company Truck ☐ Air Freight ☐

Delivery Date to Dock: _____ Number of Pieces: _____ Total Weight: _____

Carrier (If known): _____ PRO Number (if known): _____

Comments/Special Handling Requirements: _____

Attach separate sheet for multiple shipments if necessary.

OUTBOUND SHIPMENTS

Shipper name: _____

How will you ship out: Common Carrier ☐ Personally Owned Vehicle ☐ Company Truck ☐ Air Freight ☐

Shipping Date: _____ Number of Pieces: _____ Weight: _____

Carrier (If known): _____ PRO Number (if known): _____

Mail or Fax this form to: Casual Market Chicago, Attn: Megan Davidson, 222 Merchandise Mart Plaza, Suite 470, Chicago, IL 60654, (312) 527-7514, FAX: (312) 379-6138
EMAIL: mdavidson@themart.com



PERMANENT TENANT MOVE FORM

If you are a Tenant of the theMart and your exhibit material is coming from your permanent showroom to your Temporary Market Suite, please complete and return this form to us no later than August 18, 2017. theMart staff must complete all moves. Tenants will not be able to check out carts or dollies from the dock. Actual date and time of the tenant moves will be determined by Show Management and cannot be guaranteed. A theMart staff member will contact you about the actual time your material will be moved to your booth number. In order to ensure proper handling of your material, a company representative must be present in your showroom at the time of move. theMart and its staff are not responsible for any loss or damage during the move. If you have any questions, contact Megan Davidson 312.527-7514 or mdavidson@themart.com

PLEASE FAX or EMAIL THIS FORM BY AUGUST 16, 2017 to (312) 379-6138 or mdavidson@themart.com

Permanent Showroom # _____ Move Date: _____

Booth Name: _____ Booth Number: _____

Ordered by: _____ Telephone Number: _____

Fax Number: _____

Please specify your needs. Include complete description of material that will be moved (Attach detailed page if necessary). All material must be packed and ready to be moved. **A service charge will be assessed if material is not packed and ready to move when theMart staff arrives.**

Mail or Fax this form to: Casual Market Chicago , Attn: Megan Davidson
222 Merchandise Mart Plaza, Suite 470, Chicago, IL 60654, (312) 527-7514, FAX: (312) 379-6138
EMAIL: mdavidson@themart.com



EXHIBITOR APPOINTED CONTRACTOR (EAC) FORM

DEADLINE: AUGUST 18, 2017

TO THE EXHIBITOR: Forward this Form to the contractor after completing the top portion.

If you plan to use the services of an independent set-up contractor or display house, rather than those services offered by theMart / The Merchandise Mart, Show Management must be notified, using this form, by the deadline date.

Booth: _____ Booth Number: _____

Ordered by: _____

Exhibitor Responsible at the Show Site: _____

Telephone Number: _____ Fax Number: _____

TO THE CONTRACTOR: Return this form with certificate of insurance to the address below by August 18, 2017.

Provide below the names of full-time employees who will be working in the Casual Market Suite listed above, and the dates work is contracted for. Services provided must not conflict with existing labor regulations or contracts, and the independent contractor shall adhere to the regulations set up by Show Management regarding entrance.

This form, accompanied by a Certificate of Insurance showing possession of a public liability and property damage insurance policy of not less than \$2,000,000, and Workmen's Compensation Insurance to cover employees, must be submitted by the contractor and approved by Show Management or access will be denied. The certificate of insurance must name MMPI, Merchandise Mart L.L.C., Vornado Realty Trust and Vornado Realty L.P. as additional insured. By submitting this form, the independent contractor named below hereby agrees to conform to guidelines contained in the exhibitor kit. If your client has not supplied to you a copy of the Exhibitor Guidelines, you may request a copy from Show Management.

Name of Contractor: _____

Name of Supervisor: _____

Address/City/State/Zip: _____

Phone Number: _____ Dates For Contracted Work: _____

Fax Number: _____

Name of Authorized Personnel _____ Name of Authorized Personnel _____

Name of Authorized Personnel _____ Name of Authorized Personnel _____

Mail or Fax this form to: Casual Market Chicago, Attn: Megan Davidson
222 Merchandise Mart Plaza, Suite 470, Chicago, IL 60654, (312) 527-7514 FAX: (312) 379-6138
EMAIL: mdavidson@themart.com

Alex Displays
401 North Leavitt Street
Chicago, IL 60612
Ph. 312.829.2948

E-mail sfelder@alexdisplays.com
Web www.alexdisplaysc.com
Fx. 312.829.8505

Grid Rentals: 2' x 8' grid \$50.00 per grid

- grids available in black, chrome, and white
- orders filled upon receipt and based on availability
- price includes delivery, installation, mounting hardware, and removal
- hardware available for grids at an additional expense, please inquire
- grids can be installed horizontally or vertically
- please include diagram showing how grids are to be installed

Ladder Rack Rentals: 4' x 8' unit \$150.00
 8' x 8' unit \$175.00

- units are available in black and silver finish
- orders filled order received and based on availability
- units are adaptable for shelves and hanging bars or both
- please include a diagram showing layout of shelves and hang bars

Keep Alex Displays in Mind for all of Your Trade Show Exhibit Needs:

- | | | |
|-----------------|-----------------|------------|
| -seamless paper | -tables | -chairs |
| -cabinets | -clothing forms | -pedestals |
| -panels | -counters | -slatwall |

Show Name _____ Market Suite # _____

Company Name _____ Contact Name _____

Billing Address _____

Phone # _____ Fax Number _____

E-mail Address _____

Quantity of grids _____ Color of Grids _____

Credit card number _____ Expiration date _____

Three of four digit security code _____

Payment due with order. We accept credit card or company check.

Showcase Order Form

VU Case Rentals, Inc.

Show Name: _____

Show Date: _____

Merchandise Mart Maket Suites

P.O. Box: 743

Wood Dale, IL 60191

Office: 630-766-7443

Fax: 630-766-6113

Web: www.vucase.com

Email: orders@vucase.com

Style	Showcase Description	Length	Color		Quantity	Cost	Total
			Gray	Black			
Full Vision Case	Includes 1 - 10" and 1 - 8" shelf with adjustable brackets and a 26" glass display front	4'				\$260.00	
		5'				\$260.00	
		6'				\$260.00	
Half Vision Case	Includes 1 - 10" shelf with adjustable brackets and a 18" glass display front	4'				\$260.00	
		5'				\$260.00	
		6'				\$260.00	
Quarter Vision/ Jeweler's Case	Has a 12" glass display front	4'				\$260.00	
		5'				\$260.00	
		6'				\$260.00	
All of the above showcases are 20"D x 38"H with off-white interior, brushed aluminum frames and storage below the case. The cases also include fluorescent lights and lockable sliding mirrored doors. Black Cases have a pure white interior. If showcase color is not clearly marked, you will be given gray showcases.							
<u>4', Corner, and Black Cases are in limited supply and customers will be notified if we cannot fulfill their order</u>							
Corner Case	Rear access, with glass shelves, the same as the above cases	Full				\$330.00	
		Half				\$330.00	
		Quarter				\$330.00	
Wall Case	Dimensions are 48"L x 20"D x 72"H and include 4 - 12" glass shelves, adjustable brackets, fluorescent lighting, and 60" high sliding glass doors	Solid		N/A		\$330.00	
		See-thru		N/A		\$330.00	
Tower Case	Dimensions are 20L x 20D x 80"H with 3 adjustable shelves, lights and lockable door					\$340.00	
General Terms and Conditions: We are not Liable for content, damage, breakage and general liability after the cases have been delivered. We are not responsible for setting up shelves or supplying extension cords. Electrical hookup is not included. Please contact the						Total	

Company Name: _____

C.C. Billing Address: _____

City / State: _____

C.C.#(AMEX, Visa, M/C): _____

Name on Card: _____

Email: _____

Booth #: _____

Zip Code: _____

Fax#: _____

Phone#: _____

Exp. Date: _____

Security Code: _____

Date Ordered: _____



329 W 18th St. (suite 405), Chicago, IL. 60616

P. 773.596.9006 F. 888.366.3114

Adam@ArtisticBloomsChicago.com

Trade Show Order Form

Show Name: _____

Company Name: _____ Booth Number: _____

Contact Name: _____ Phone Number: _____

Primary Email: _____

Card Holder Name: _____

Credit Card Number: _____ Exp: _____

Security Code: _____ Billing Zip Code: _____

Quantity	Item Description	Price Per Item

Order will be delivered to booth prior to show start. Receipt will be emailed after order is complete. Order is subject to tax and delivery.
Thank You!



ArtisticBloomsChicago



@Artistic_Blooms



ArtisticBloomsChgo



STAFFING RESERVATION FORM

Event Name:			
Event Location:			
Company Name:			
Booth Number			
Company Contact Info:	Name:		
	Street Address:		
	City:	State:	Zip Code:
	Phone:	Email:	

SERVICES	RATES		# OF STAFF NEEDED	START DATE	END DATE	END TIME
	ST	OT*				
Booth Set-up / Dismantle Assistance	\$30	\$40				
Bartenders	\$50	\$75				
Cashiers	\$30	\$45				
Chef Services	TBD	TBD				
Concierge	\$40	\$60				
Greeter/Hostess	\$30	\$45				
Lead Capturing Support	\$30	\$45				
Models	\$65	\$97				
Registration Professionals	\$30	\$45				
Room Monitors	\$30	\$45				
Sales Assistant	\$30	\$45				
Servers	\$30	\$45				
Steaming and Apparel Assistance	\$30	\$45				
Unpacking/Packing Assistance	\$30	\$45				
General Labor	TBD	TBD				

Please provide a brief description of your needs:

Do you have an attire or uniform preference? If yes, please describe:

Notes:

- (1) ST: Straight Time
- (2) OT: Overtime: Overtime rates apply to all hours worked over 37.5 hours in a (1) week time frame (Sunday-Saturday)
- (3) Staffing support reservations are required in advance of all events. On-site services are limited and not guaranteed
- (4) Once your reservation is received, you will receive a formal invoice from GCJ Hospitality Resources. Your staffing reservation will be booked and confirmed once the invoice has been paid in full.
- (5) There is a (4) hour non-refundable minimum

Please email completed form to: Jennifer@GCJHospitality.com

The Mart Chicago Vendor Rental Order Form

CLASSIC PARTY RENTALS - STEPHANIE D'AMBROSIO & ELLIE BARTOSZ
Please e-mail all forms to ChicagoTeamStephanie@classicpartyrentals.com

sdambrosio@classicpartyrentals.com / ebartosz@classicpartyrentals.com

Any questions should be addressed by calling 708.485.8379

Exhibitor: _____ Booth #: _____
Contact Name: _____
Contact Phone: _____
Billing Address: _____
Email Address: _____
Event Name: _____ Date: _____

ORDER FORM					
ITEM DESCRIPTION	COST PER ITEM	QUANTITY	COLOR	TOTAL COST	
STAGING					
Stage, 4'x4'x8" AS 2100 Biljax	\$45.00				
Stage Skirting 8'x8" (per section)	\$26.38				
Stage Covering, Black Turf	\$1.25 (sq. ft)				
Red Carpet Runner (4'W)	\$9 (linear ft.)				
CHIAVARI BALLROOM CHAIRS					
Chiavari Chair Black, White, Gold, Silver or Natural Wood	\$13.49				
Fruitwood Chiavari	\$14.54				
Tie-on Cushion Cap White, Ivory or Black	No Additional Charge				
Colored caps w/ hard bottoms	\$3.75				
CHAMELEON CHAIRS					
Antique Gold Chameleon	\$16.50				
Silver Chameleon	\$16.50				
Chloe Topper	\$12.00				
LINENS	Lamour	Bengaline	Poly		
90" round	\$33.00	\$34.49	\$14.99		
90"x132" banquet	\$40.56	\$41.99	\$35.24		
90"x156" banquet	\$45.20	\$46.49	\$37.49		
Circle linen desired and list color choice					
TABLES					
6'x30" Banquet	\$14.69				
8'x30" Banquet	\$14.99				
12" Leg extensions (Set of 4)	\$14.99				
Highboy - 30" or 36" round	\$20.99				

Delivery fee is \$89 round trip

Once order form is received we will email you the quote along with an electronic payment link.

We are a full service rental company! To view our entire product catalogue, visit our website at:

classicpartyrentals.com/locations/Chicago



L e a s e R u l e s a n d R e g u l a t i o n s

1. Tenant acknowledges that Merchandise Mart Properties, Inc. (herein "Show Management") is an agent of MTS-MM LLC ("Landlord"), and has been retained to perform all management, leasing and operational aspects of the Show, including but not limited to leasing space, setting up or altering market suites, producing the Show, providing construction, materials handling, equipment rental and security services; and coordinating marketing services, on behalf of Landlord during the Term of this Lease. Tenant acknowledges that all such services will be performed by or on behalf of Show Management and not Landlord.
2. Landlord reserves the right to alter or correct the current square footage and configuration of the market suite and the floor prior to the Show. By entering and occupying the booth space, Exhibitor shall be deemed to have accepted the space "AS IS", in its then condition, and Exhibitor hereby releases the Trade Show Entities, as defined below, for any liability or loss caused by any latent or patent defect therein.
3. Tenant agrees to cooperate with any security programs adopted for the Building or the Show, including, without limitation, procedures and limitations established for the movement of personal property and persons into and out of the Building and the floor the market suite is on. Show Management specifically reserves the right to control ingress to and egress from the Show area at all times.
4. Landlord reserves the right in its sole discretion to change the Show dates and venue.
5. Landlord reserves the right to reject any and all applications for any reason or no reason at all, and to prohibit, close, correct, remove or eliminate any exhibit, part of an exhibit, product, sign, card, printed matter, souvenir, catalog, or other material, or any circumstance, conduct or action, or cause thereof, which is not suitable to or in keeping with the character of the Show or which violates these rules or law.
6. If Tenant or an employee or representative of Tenant is a current or former tenant of a property managed by Show Management, as a precondition to participation in the Show all accounts must be current and Tenant or such employee or representative must be in good standing in such property.
7. Tenant participation will be limited to those companies whose products are of specific interest to those attending the Show in the sole discretion of Show Management.
8. Payment for the space must be received in full prior to the Show. If payments are not made by Tenant as required, Landlord may at its option terminate this application without notice, or consider Tenant last in priority when assigning available market suites or, if a market suite has been assigned, reassign Tenant to a different market suite.
9. Landlord shall be entitled to close any market suite or exhibit at any time for failure by Tenant or any of its officers, agents, employees, or other representatives to perform, meet or observe any term or condition set forth herein, and such Tenant shall not be entitled to a refund of any part of any rent or fee.
10. Tenant shall not be entitled to a refund of any part of any rent or fees should it for any reason be unable to exhibit at the Show. Show Management reserves the right at any time to cancel the Show and in such an event the Tenant's sole remedy if the Show is not rescheduled, shall be a refund of any rent or fees paid to Landlord for a market suite.
11. Tenant may begin moving in and setting up its displays at the scheduled time and date in accordance with the Tenant Manual. All exhibits MUST BE COMPLETED prior to the opening of the Show. No construction, arranging or setting up of exhibits will be permitted during official Show hours or after the opening.
12. Tenant's market suite must be staffed during the specified hours of the Show with complete display intact. Tenant may not enter the exhibit area before one hour prior to the Show and must be out of the exhibit area at the close of the Show.
13. Tenant will NOT be permitted to dismantle displays before the official closing time. Tenant agrees not to disturb or begin packing exhibits or parts of their displays prior to the official closing time. Any Tenant who moves out of the exhibit area before the official close of market will forfeit exhibit space for future markets and agrees to pay an additional rental fee of \$1,000. Future participation is prohibited until this fee is paid in full.
14. No neon, flashing, or display lights will be permitted without prior written approval from Show Management. Tenant shall not open any windows or place anything against or near the windows.
15. No Tenant shall use any flammable decorations or covering for display fixtures and all fabrics or other material used for decoration or covering of tables shall be flameproof.
16. Tenant may, with prior written approval by Show Management, contract with outside union display houses or trimmers for set-up and installation. Tenant must supply the name and address of contractor/trimmer/display house, name of the supervisor to be in attendance, a certificate of insurance, and a statement that the service contractor/trimmer/display house will comply with all rules and regulations of the show or will forfeit his/her company's access to the Building. Tenant must employ members of the appropriate trade unions where required.
17. Tipping and cash payments for services are not allowed in the Building.
18. Tenant must confine its activities to its own market suites during Show hours.
19. Show Management reserves the right to refuse admission to any person or persons including children of tenants, their employees or representatives, attendees or visitors, in the interest of welfare and safety.
20. Tenant may not display or distribute signs, brochures, flyers, samples, advertising devices etc. outside its market suites. Tenant may not advertise in its market suite for spaces at any other buildings in which it may occupy space.
21. No Tenant or group of tenants may sponsor any event that conflicts with Show Management's sponsored programs during the Show. No sample sales are allowed during the Show.
22. Photography, filming, or electronic recording or transmission or use of any such related equipment in the Building by Tenant, groups or individuals other than Show Management is strictly prohibited.
23. Tenant shall not make noises, cause disturbances or vibrations, or use or operate any wireless device, electrical or electronic devices or other devices that emit sound or other waves, or cause disturbances, or create odors or noxious fumes, any of which may be offensive to other tenants and occupants of the Building or that would interfere with the operation of any device or equipment or radio or television broadcast or reception from or within the Building or elsewhere, and shall not place or install any projections, antennae, aerials or similar devices inside or outside of the market suite.
24. Any product/service that is not listed on the application or which does not relate to the purpose of the Show may not be exhibited in the Show. Tenant is not permitted to share its suites with other individuals. Tenants, manufacturers or representatives without Show Management's prior consent. No subletting is permitted.
25. Tenant shall timely provide to Show Management for listing in the Official Directory of the Show requested information for its booth. The Official Show Directory is a listing of merchandise being shown, and although strict precautions are taken in proofreading, Landlord and Show Management are not liable for any errors or omissions in Tenant listings, suite number(s), telephone numbers, company, and product listings. Tenants whose applications arrive after the deadline date will not be listed.
26. By signing an application for a market suite, Tenant agrees that Show Management, Landlord, the owners of the building, and their respective partners, directors, members, shareholders, trustees, officers, agents, employees, beneficiaries, insurers, lenders, successors, and assigns (hereinafter collectively the "Trade Show Entities") shall not be held accountable or liable for, and the same are hereby released from accountability or liability for, any damage, loss, harm, or injury to the person or property of the applicant and any of its partners, directors, members, trustees, officers, agents, employees, beneficiaries, successors, and assigns resulting from theft, fire, water, accident or any other cause and the Trade Show Entities will not obtain insurance against any such damage, loss, harm or injury. Tenant and the Trade Show Entities agree that all property of the Tenant is to remain in the Tenant's custody and control in transit to, from, and within the Building.
27. By signing an application for a market suite, Tenant agrees, except to the extent prohibited by law, to indemnify, defend and protect the Trade Show Entities, and each of them, against, and hold them harmless from, any and all claims, demands, suits, liability, damages, loss, costs, attorney fees, and expenses of every kind and nature, which may result from or arise out of any action or failure to act on the part of the applicant or any of its partners, directors, members, officers, agents, employees, beneficiaries, successors, and assigns, including but not limited to claims for damage or loss to property and for harm, injury or death to persons, and claims of damage or loss to any third party resulting from any infringement of a copyright or patent or the unauthorized use of any trademark.
28. By signing an application for a market suite, Tenant agrees to purchase and keep in effect during the period when its property is in the Building and in transit to and from said premises, insurance against loss, damage or destruction to such property, however caused, for the full value of such property, and to cause the insurer to waive subrogation against the Trade Show Entities.
29. Landlord has the right to limit the suites assigned to any Tenant, and cannot guarantee suite assignment. There are no rights to sight lines or locations. All or any part of the market suite designated is subject to reassignment and rearrangement by Landlord for the purpose of consolidation of display space, expansion of the exhibit area, or for any reason, prior to commencement of the lease term. Tenant acknowledges that the particular suite and overall configuration of the designated suites may change from time to time prior to the Show. Any such reconfiguration may require the suite assigned to Tenant be reassigned and rearranged by Landlord. Landlord may also assign or reassign suites to Tenants as it deems to be required by virtue of the availability of special services. If Tenant is assigned to these suites but does not require these services, it may be reassigned other suite locations at the discretion of Landlord.
30. If Tenant will be serving alcoholic beverages, as a condition to the granting of this Lease, Show Management must receive from Tenant or its caterer

L e a s e R u l e s a n d R e g u l a t i o n s

evidence of insurance satisfactory to Show Management showing that appropriate liability insurance or Dram Shop coverage indemnifying the Trade Show Entities and naming the Landlord, Show Management, and the building owners as additional insured parties has been procured and is in force.

31. If Tenant shall fail or refuse to remove its property upon the expiration or termination of its Term hereunder, Landlord may treat such failure or refusal as conclusive evidence that Tenant has abandoned the property and Landlord may retain or dispose of all or any part of such property in any manner that Landlord shall choose. In no event shall Landlord become a bailee or trustee, or accept or be charged with the duties thereof (either voluntary or involuntary) of the property. If Show Management employees are required to remove or handle the property, a charge for the same at customary rates on a time and material basis will be payable by Tenant.
32. Tenant shall not, without the prior written consent of Show Management assign or otherwise transfer any right under this Lease to any third party or allow any third party to operate from the market suite, and any attempt to do so shall result in automatic revocation of this Lease.
33. Tenant must comply with all local, state, and federal laws, codes, rules, regulations and ordinances/fire regulations (collectively "Legal Requirements") in force from time to time affecting the market suite or Tenant's activities therein. Show Management shall have the full power to interpret and/or amend rules and to make any additional rules and regulations which in its discretion shall be in the best interest of the Show.
34. Applications from outside the United States, no matter where they originate, will not be accepted unless accompanied by payment in U.S. dollars and paid by certified check, cashier's check, money order, Show Management approved credit card or wire transfer on a U.S. bank. Payments by wire transfer must include an additional amount of \$25.00 (subject to change and increases for international wires) to cover bank charges. If Show Management receives two (2) or more checks from Tenant which are returned by Tenant's bank for insufficient funds, Show Management may require that all checks thereafter be bank certified or cashier's checks. All bank service charges resulting from any returned checks shall be borne by Tenant.
35. Tenant shall not, without the prior written consent of Landlord or Show Management in each instance obtained, make any repairs, replacements, decorations, alterations, improvements or additions to the market suite. Each suite must be left in its original condition. If Tenant shall fail or refuse to restore the suite to the above-described condition on or before the end of the exhibition period, Show Management may enter into and upon the suite and put the suite in such condition, and recover from Tenant Show Management's cost of so doing.
36. Tenant agrees that the Trade Show Entities or any of them, shall not be liable to Tenant, or any of Tenant's employees, agents, representatives, customers or invitees or anyone claiming through, by or under Tenant, for any damages, including but not limited to all fees paid by Tenant, injuries, losses, expenses, claims or causes of action, because of any interruption, diminution, delay or discontinuance at any time in the furnishing of any services or operating, maintaining, repairing or supervising the Building when such interruption, diminution, delay or discontinuance is occasioned, in whole or in part, by repairs, renewals, fire, emergencies, improvements or additions, by any strike, lockout or other labor disputes, war, acts of God, by inability to secure gas, electricity, water or other fuel at the Building, by any accident or casualty whatsoever, by government action or order, by act or default of Tenant or other parties, labor or material shortages, transportation delays, or by any other cause beyond Landlord's or Show Management's reasonable control, nor shall any such interruption, diminution, delay or discontinuance be deemed an eviction or disturbance of Tenant's use or possession of the suites or any part thereof, nor shall any such interruption, diminution, delay or discontinuance relieve Tenant from full performance of Tenant's obligations under this Lease.
37. Tenant shall pay all attorneys' fees and expenses of Landlord, Show Management or the Trade Show Entities incurred in enforcing any of the obligations of Tenant under this Lease.
38. If the suite or the Building (including machinery and equipment used in its operation) shall be destroyed or damaged by fire or other casualty then Landlord shall have the option to repair and restore the same with reasonable promptness, or elect to terminate this Lease as of the date of such damage.
39. As applicable solely to retail shows, Tenant may sell food and prepare food for consumer consumption in a limited fashion in the Building in accordance with Building rules. All food sales and service of complimentary foods by Tenant to its guests must be done in full compliance with all applicable Legal Requirements and Exhibitor must obtain all applicable permits and licenses in compliance therewith.
40. Tenant agrees to pay for all costs incurred prior to the move out date. All amounts due and payable from Tenant under this Lease or under any work order or other agreement relating to the suite, if unpaid when due, shall bear interest from such date until paid at the maximum legal rate of interest allowable by law.
41. All rights and remedies under this Lease shall be cumulative and none shall exclude any other rights and remedies allowed by law. Tenants in violation of the above conditions, rules, and regulations governing the Show are subject to prompt disqualification from participation in this and future

Shows. Tenant shall comply with all conditions, rules and regulations regarding the Show and with the requirements set forth in the Exhibitor Manual.

42. The laws of the state where the Building is located shall govern the validity, performance and enforcement of this agreement. The invalidity or unenforceability of any provision of this agreement shall not affect or impair any other provision.
43. If there is more than one Tenant herein named, all shall be jointly and severally liable for the payment of rent and the full and complete performance of all of the terms, covenants and conditions of this Lease.
44. All telegraph, telephone, wireless devices, and electric connections which Tenant may desire shall be first approved by Show Management in writing, before the same are installed, and the location of all wires and the work in connection therewith shall be subject to the direction of Show Management.
45. Tenant must list all furniture and fixtures to be taken from the Building upon a form furnished by Show Management. Such list shall be presented at the Service Desk for approval before acceptance by the security officer or elevator operator. All charges and fees must be paid before product can leave the floor.
46. No bicycle or other vehicle and no animal (other than assistive dogs) shall be allowed in the suites, offices, halls, corridors or any other parts of the Building. Landlord shall at all times keep a pass key and be allowed admittance to the suite to cover any emergency, fire or other casualty that may arise and in other appropriate instances. Tenant shall not peddle, canvass, solicit or distribute handbills or flyers on or about the Property except as specifically authorized by Landlord. Tenant's suite may constitute a portion of a larger area which includes the suite, other areas for the exclusive use of other occupants, and common areas. Tenant may use such common areas on a non-exclusive basis in common with other occupants of the area. Tenant expressly agrees that such non-exclusive use of the area shall be subject to all of the terms, covenants and restrictions set forth in this Lease. There will not be a demising wall between the suite and other suites for the exclusive use of other occupants and Tenant expressly assumes the entire risk of damage or loss to, or theft of, any of its property placed in or upon the suite.
47. In the event the Show involves the apparel industry, modeling of display merchandise will be permitted only in Tenant's assigned market suite. Model enclosures must be provided and will be at the expense of Tenant.
48. Tenant accepts full and sole responsibility for any injury or damage to persons or property resulting from failure to distribute the placement of exhibit material to conform to the floor loading specification.
49. No modification, waiver or amendment to this Lease shall be binding unless such modification, waiver or amendment is in writing and signed by both parties. Submission of this instrument for examination shall not bind Landlord or Show Management in any manner, and subject to all other rules and regulations, no obligation of Landlord shall arise unless and until Tenant has an assigned space in the Show.
50. This Lease shall be subject and subordinate at all time to (a) any underlying master leases, and all modifications, amendments or renewals, currently in place or subsequently executed, and (b) any mortgages or deeds of trust affecting the Building.
51. Tenant represents and warrants that it is not listed, nor is it owned or controlled by, or acting for or on behalf of any person or entity, on the list of Specially Designated Nationals and Blocked Persons maintained by the Office of Foreign Assets Control of the United States Department of the Treasury, or any other list of persons or entities with whom Landlord is restricted from doing business with ("OFAC List"). Notwithstanding anything to the contrary herein contained, Tenant shall not permit the Premises or any portion thereof to be used, occupied or operated by or for the benefit of any person or entity that is on the OFAC List. Tenant shall provide documentary and other evidence of Tenant's identity and ownership as may be reasonably requested by Landlord at any time to enable Landlord to verify Tenant's identity or to comply with any Legal Requirement.
52. The failure of Show Management at any time or times to require the performance of any provision in the exhibitor contract or of these Rules and Regulations, shall in no manner affect its right at a later time to enforce the same provision.
53. Signatures of Exhibitor on copies of the exhibitor contract transmitted by electronic or telephonic means shall be deemed originals for all purposes hereunder, shall have the same legal effect as an originally drawn signature, and shall be binding upon Exhibitor.
54. Exhibitor hereby grants to Show Management an irrevocable, non-exclusive license to use Exhibitor's Trade Name, together with a description of the nature of Exhibitor's business, in any television, radio, print, electronic or other media advertising or marketing programs of Show Management, and Exhibitor shall cooperate with Show Management in carrying out such advertising and marketing.

8-24-09 Chicago

DIRECTIONS

The Merchandise Mart is located in the heart of a city that is home to prestigious fine art institutions, world-class museums, award-winning architecture, professional entertainment venues and diverse restaurant offerings. The Merchandise Mart is a short, leisurely walk to the famous Magnificent Mile, where exclusive shops and four-star hotels bustle with activity from the Tribune Tower to North Avenue Beach. Also nearby is Millennium Park, Chicago's newest architectural landmark featuring celebrated public art works and breathtaking views of both the lakefront and the skyline. The world comes and goes effortlessly every day at The Merchandise Mart. El trains, buses and taxi's stop at our doorstep.

We're walking distance from the Metra stations and moments from the Ohio Street ramp of I-90/94. A variety of parking facilities are just steps away.

PUBLIC TRANSPORTATION

An El stop, appropriately called The Merchandise Mart, on the CTA's brown line conveniently drops visitors on the 2nd floor of the building. Additionally, there is easy access to multiple CTA bus routes within 4 blocks of The Merchandise Mart.

DRIVING INSTRUCTIONS

From Northwest:

Take I-90/94 East (Kennedy) to downtown Chicago. Exit at Ohio Street. Continue east on Ohio until you reach Wells Street. Take a right on Wells. Continue for about four blocks. Go past Kinzie Street. Before you cross the bridge, take a right onto Mart Plaza Drive, which leads to the entrance of both buildings.

From Lake Shore Drive:

Take Lake Shore Drive to downtown Chicago. Exit at Upper Wacker Drive. Continue west on Wacker until you reach Orleans Street. Turn right and cross the bridge. 350 West Mart Center's main entrance is accessed by turning left at the stoplight immediately north of the bridge. For access to the North Lobby of The Merchandise Mart, turn right on the North Drive of The Mart.

From West:

Take I-290 East (Eisenhower) to Chicago. Exit at Upper Wacker Drive. Continue west on Wacker until you reach Orleans Street. Turn right and cross the bridge. 350 West Mart Center's main entrance is accessed by turning left at the stoplight immediately north of the bridge. For access to the North Lobby of The Merchandise Mart, turn right on the North Drive of The Mart.

From Southwest:

Take I-55 North (Stevenson) to 90/94 West (Dan Ryan). Continue on 90/94 West and exit at Washington Street. Go about four blocks east to Franklin Street. Take a left on Franklin. Head north on Franklin for three blocks and cross the bridge.

350 West Mart Center's main entrance is accessed by turning left at the stoplight immediately north of the bridge. For access to the North Lobby of The Merchandise Mart, turn right on the North Drive of The Mart.

From South

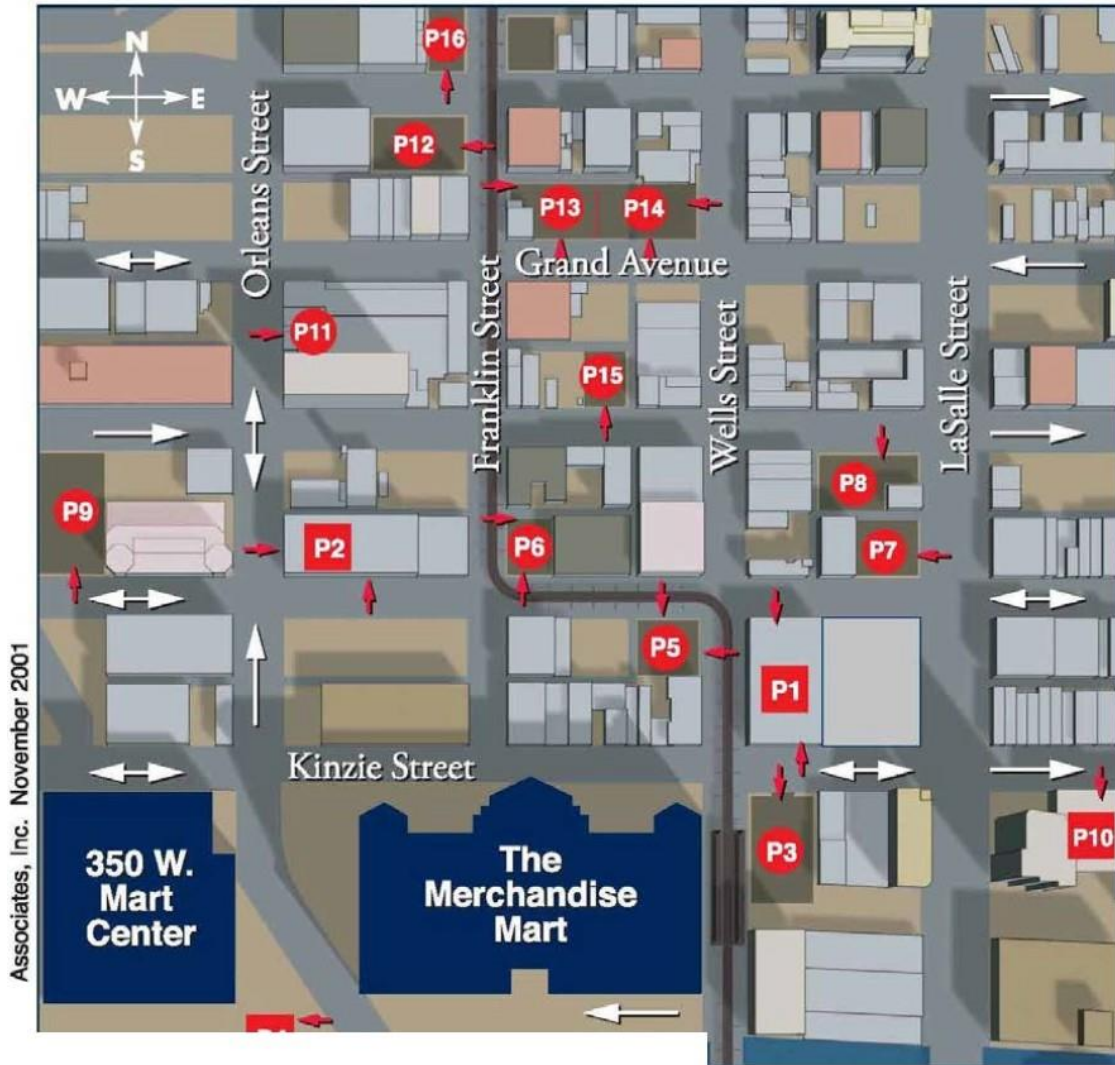
Take 90/94 West (Dan Ryan) to downtown Chicago. Exit at Washington Street. Go about four blocks east to Franklin Street. Take a left on Franklin. Head north on Franklin for three blocks and cross the bridge. 350 West Mart Center's main entrance is accessed by turning left at the stoplight immediately north of the bridge. For access to the North Lobby of the Merchandise Mart, turn right on the North Drive of The Mart.

PARKING GARAGES

Parking

More than 6,000 parking spaces are located within a four-block radius of The Merchandise Mart, including the MartParc Wells garage, located at the corner of Kinzie and Wells Streets; and MartParc Orleans, located at the corner of Orleans and Hubbard Streets.

For directions to the Merchandise Mart Loading Dock, please see the Shipping Information section on page 21.



P1 MARTPARC WELLS
P2 MARTPARC ORLEANS
P3 165 W. KINZIE
P4 WOLF POINT
P5 HUBBARD/WELLS
P6 FRANKLIN/HUBBARD

P7 LASALLE/HUBBARD
P8 ILLINOIS/LASALLE
P9 KINGSBURY/ILLINOIS
P10 LASALLE/KINZIE
P11 ORLEANS/ILLINOIS
P12 FRANKLIN/OHIO

P13 FRANKLIN/GRAND
P14 WELLS/GRAND
P15 220 W. ILLINOIS
P16 FRANKLIN/OHIO



QR Leadr



Faster, Smarter, Lead Retrieval

QR Leadr is a QR code powered lead retrieval App that will help you enhance the value of each attendee interaction onsite at expos and trade shows.

Created by Designer Pages

Casual Market 2017 Lead Retrieval

www.qrleadr.com

Key Features

BASIC & PRO LICENSE INCLUDES:



QR Scanning:

Abbreviated for Quick Response (QR), a QR code is a new type of barcode that can be scanned with a camera, such as the camera on your iPhone, iPad, iTouch, or Android devices. You'll be very impressed with the fast readability as compared with former barcode systems.



Bulk Scanning:

Allows users to quickly scan multiple badges simply by moving your camera viewfinder over attendees' badges. This feature is very handy when speaking to groups of attendees at the same time.



Lead Augmentation:

Immediately after scanning an attendee's badge, you'll be able to easily attach product(s) or note(s) to an attendee or group of attendees. Even better, we allow you to import your products and custom notes online so you're quick with your fingers on site, and not typing in product names or note over and over again.

PRO LICENSE ALSO INCLUDES:



Live Follow Up with eLiterature:

As a Pro subscriber you will be able to send follow ups to attendees in real time, as soon as you finish scanning their badge. Now attendees know you care before even having a chance to sleep on it.

Feature requires network connection to be real-time. Without network connection, follow up emails will queue on device, and send automatically once you've connected to a network.

QR Leadr is the recommended lead retrieval package for Casual Market 2017.

For other device options, contact qrleadr@designerpages.com.

Submit your order for QRLeadr at www.qrleadr.com

Basic License 1 License	Early Bird Expires 8.15.17 \$450.00	Standard Expires 8.29.17 \$500.00	On-Site After 8.29.17 \$550.00
Pro License 5 Licenses	Early Bird Expires 8.15.17 \$600.00	Standard Expires 8.29.17 \$650.00	On-Site After 8.29.17 \$700.00
Additional PRO License \$50/each			
Android Rental \$185/each			



"QRLeadr enabled our whole sales force to generate leads. It wasn't two people scanning at the front of a long line anymore. Throughout the show, we watched live tracking of our leads on QRLeadr.com."

*Doug Shapiro, Brand Manager,
OFS Brands*



"We didn't even have to push a button, QRLeadr scanned badges automatically and the attendee's information would show up on the screen. There was a notes column where we recorded if they had questions or wanted any samples. Since QRLeadr saved us time, we had more time to talk with attendees."

*Liz Sutton, Showroom Sales Specialist,
The Mohawk Group*