



2017 ICFA Preview Show

July 11 - 13, 2017

Tuesday - Thursday

8:30AM - 6:00PM

The Merchandise Mart

Chicago

Exhibitor Manual



2017 ICFA Preview Show

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2017 ICFA Preview Show

WELCOME

Welcome

Welcome to the 2017 ICFA Preview Show. As a member of the International Casual Furnishings Association (ICFA) you were invited to participate in the Preview Show. The ICFA Preview Show is an invitation-only event for exhibitors/showrooms to invite the buyers they would like to see before the September Casual Market Chicago.

This manual will guide you through the process of exhibiting at ICFA Preview Show. It outlines helpful hints about the Show and useful information about The Merchandise Mart and MMPI. Reference this book for 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 ICFA Preview Show this July.



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. 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.



2017 ICFA Preview Show

WELCOME

SALES & MARKETING

Susan McCullough
Senior Vice President
smccullough@themart.com
312.527.7756

Beth Hicks
Managing Director, Marketing
bhicks@themart.com
312.527.7643

Byron Morton
Vice President of Leasing
bmorton@themart.com
312.527.7701

Madeleine Tullier
Director of Sales
mtullier@themart.com
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
Exhibitor Relations Specialist & Trade Show Finance
mpadilla@themart.com
312.527.7880

OPERATIONS

Robert Scott
Operations Supervisor
robert@gcimanagement.com
312.527.7902

PUBLIC RELATIONS

Sophia Lapat
Sophia and Co.
Sophia@sophiaandco.com
312.382.8441

MEETING PLANNING & SPECIAL EVENTS

Marie Straquadine
Event Manager
mstraquadine@themart.com
312.527.7565

International Casual Furnishings Association (ICFA)

Jackie Hirschhaut
Executive Director, ICFA
Jackie@icfanet.org
336.881.1016



OVERVIEW OF BOOTH PACKAGE

DRAYAGE

Also known as “materials handling,” drayage is the labor to receive freight during move-in, deliver it to your booth, remove empty containers, store and return them after the show, and store containers from July 14, 2017 – September 8, 2017. Drayage is charged at a rate of \$2.25 per sq. ft. of contracted space.

BOOTH EQUIPMENT

Exhibit space includes a grey carpet, a 120 volt, 150 watt duplex electrical outlet, a 4' LED strip light and two LED Lamp 17W Narrow Flood lights per 10x10 booth.

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.

ADVANCE SHIPPING DATES

In order to ease your delivery process, we have set aside a designated receiving day specifically for The 2017 ICFA Preview Show exhibitors on Wednesday, June 28 and Thursday, June 29. Freight will be delivered to your space and remain uncrated until a representative of your booth arrives on-site for move-in.

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.



2017 ICFA Preview Show

EXHIBITING INFORMATION

	8am	9am	10am	11am	12pm	1pm	2pm	3pm	4pm	5pm	6pm	7pm	8pm	9pm	10pm	
Wed, June 28 - Thurs, June 29	Advance Deliveries 8 am - 3 pm															
Fri, July 7	Direct to Dock Deliveries 8 am - 3 pm															
Sat, July 8	Set-up/Direct Deliveries (by appt only) 8 am - 4 pm/8am - 12pm															
Sun, July 9	Floor Closed															
Mon, July 10	Set-up/Direct Deliveries 8 am - 4 pm/8am - 3pm															
Tues, July 11		Show Hours 8:30 am - 6 pm														
Wed, July 12		Show Hours 8:30 am - 6 pm														
Thurs, July 13		Show Hours 8:30 am - 6 pm										Dismantling 6pm-10pm				
Fri, July 14	Dismantling/POV and Freight Load Out 8am - 12pm															
Sat, July 15, Sun July 16	Floor Closed															
Mon, July 17	Freight Load Out 8am - 3pm															

SCHEDULE

Advance Deliveries:

Wednesday, June 28 8:00 am – 3:00pm
 Thursday, June 29 8:00 am – 3:00pm

Direct Deliveries to Dock:

Friday, July 7 8:00 am – 3:00 pm
 Saturday, July 8 (by appt. only) 8:00 am – 12:00 pm
 Monday, July 10 8:00 am – 3:00 pm

Set-Up Hours

Saturday, July 8 8:00 am – 4:00 pm
 Monday, July 10 8:00 am – 4:00 pm

SHOW HOURS

Tuesday, July 11 8:30 am – 6:00 pm
 Wednesday, July 12 8:30 am – 6:00 pm
 Thursday, July 13 8:30 am – 6:00 pm



DISMANTLING HOURS

Thursday, July 13	6:00 pm – 10:00 pm
Friday, July 14	8:00 am – 12:00 pm

FREIGHT AND PERSONALLY OWNED VEHICLE (POV) LOAD OUT HOURS

Thursday, July 13	6:00 pm – 10:00 pm (POV's by appointment only)
Friday, July 14	8:00 am – 12:00 pm (Common Carrier Pick Up)
Monday, July 17	8:00 am – 3:00 pm (Common Carrier Pick Up)



REGISTRATION

EXHIBITOR BADGES

Showroom/Exhibitor Registration Procedures:

- Visit: <https://new.martreg.com/mars/prereg.cfm?LID=9229> | [Click Here](#) for exhibitor registration
- Type in all required fields
- Click Accept
- Print your Barcoded Confirmation Page
- You MUST present this barcode at Exhibitor Registration to receive your Show Badge.
- BADGES WILL NOT BE MAILED IN ADVANCE OF THE SHOW

Note: To Register more than one person from the same company follow the procedures above, print out Barcode Confirmation page, then select the link to “register additional people”

FAXED or XEROXED COPIES OF THE BARCODE PAGE WILL NOT SCAN.

Exhibitor badges will only be issued on-site during move-in at Exhibitor Registration in the Sales Office.

Badges are required to be worn at all times when on the show floor.

Deadline for Online Registration July 7th, 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.

There is no advance online registration for Attendees. Attendees must register on the First Floor when they arrive at the Preview Show.

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.

LEAD RETRIVAL

Lead Retrieval for the ICFA Show Please go to: <http://www.qrleadr.com/>

Click the “submit order” button and under expos select ICFA Preview Show 2017. See QR Leadr brochure on page 32 for further details.



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 receives booth identification signage. Please note that your booth is not equipped with any furniture. See [Order Forms](#) for a listing of equipment and services available. For questions regarding these services, call (312) 527-7902. In order to more quickly facilitate your on-site requests, we ask that all exhibitors submit the [Method of Payment Form](#) by June 9, 2017.

BOOTH FLOORING

Booths and corridors are carpeted in gray. If you would like to install custom flooring, please submit the [Customization of Booth Request Form](#).

BOOTH LIGHTING AND ELECTRICAL SERVICES

Each 10' x 10' space is equipped with a 4' LED strip light fixture, two LED Lamp 17W Narrow Flood lights, and a 150 watt duplex outlet. All electrical services will be provided and installed by MMPI. To order additional lights, please see the [Booth Order Form](#). Questions regarding the acceptability of your electrical set-up may be directed to (312) 527-7902.

BUSINESS SERVICES/SERVICE DESK

The Exhibitor Service Desks, 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.



VENDORS AND SERVICES

CATERING

A number of food-service providers conveniently located within The Merchandise Mart are prepared to meet your catering requests. Please see most-used catering contacts below. For additional providers, please call (312) 527-7587.

- Artisan Cellar
Wine & Cheese
Contact: Phillip
Bernstein
(312) 527-5810
- Au Bon Pain
Drop Off Service
Contact: Paula or
Andrea
(312) 755-9779
- Holiday Inn Mart Plaza
Full Service
Contact: John Dexter
(312) 529-1133
- Foodstuffs
Full Service
Contact: Jay Liberman
(847) 328-7710
- The Chopping Block
Full Service
Contact: Anna Stevens
(312) 644-2678 x2117
- Nick's Fishmarket
Contact: Chelle Leskovistch
(312) 621-0211

FLORAL

The preferred vendor for floral arrangements is Artistic Bloom Chicago Please call (773) 540-2173 to place an order.

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. 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. Any exhibitor requiring special guard services may request such services with the approval of Show Management.

MMPI Security/Don Taylor
Phone: (312) 527-7700 or Email: dtaylor@themart.com

TABLE LINENS

The Merchandise Mart does not provide linens for tables. You can make arrangements for table linens by contacting Classic Party Rental at (708) 485-8010.

TELECOMMUNICATIONS

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



VENDORS AND SERVICES (CONTINUED)

GRATUITY

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

TRAVEL

Our travel department was able to secure a discounted rate at Hampton Inn & Suites, Holiday Inn Chicago Mart Plaza, Kinzie Hotel, Sofitel Chicago Water Tower and Westin Chicago River North for the ICFA Preview Show. Please feel free to use these rates for your staff as well as any buyers you are inviting to see you at the show. <http://www.casualmarket.com/icfa-preview-show/travel>



STORAGE

EMPTY CONTAINER STORAGE

Due to City of Chicago Fire 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.

Exhibiting Information Helpful Hints

- Save money by being aware of deadlines for ordering equipment and labor.
- Ensure that you have submitted the Method of Payment Form by June 10.



SHIPPING ADDRESS AND GUIDELINES

DIRECT SHIPPING TO DOCK ADDRESS

2017 ICFA Preview Show
(Your Company Name)
(Your Booth Number – 7th Floor)
c/o theMart
222 Merchandise Mart Plaza
Chicago, IL 60654

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 MMPI does not 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 designated shipping schedules OR to shipments that exceed the freight size limitations or arrive loose and uncrated.

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.

INTERNATIONAL SHIPMENTS – CLEARING CUSTOMS

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 FEIN 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.



FREIGHT MOVE-IN AND OUT

FREIGHT MOVE-IN

ADVANCE DELIVERY HOURS

Wednesday, June 28	8:00 am – 3:00 pm
Thursday, June 29	8:00 am – 3:00 pm

FREIGHT DELIVERY HOURS

Direct Deliveries to Dock:

Friday, July 7	8:00 am – 3:00 pm
Saturday, July 8	8:00 am – 12:00 pm (by appt. only)
Monday, July 10	8:00 am – 3:00 pm

FREIGHT MOVE-OUT

Personally Owned Vehicles (POV's) Only:

Thursday, July 13	6:00 pm – 10:00 pm (by appointment only)
Friday, July 14	8:00 am – 12:00 pm

Common Carrier Pick-Up:

Friday, July 14	8:00 am – 12:00 pm
Monday, July 17	8:00 am – 3:00 pm

Carriers must be checked in by 2:00 pm.

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. 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.

DRAYAGE

Material handling involves receiving freight during move-in, delivering it to your booth, removing empty containers and returning them after the show, loading materials for outbound shipping, or store containers from July 14, 2017 – September 8, 2017. Drayage is charged at a rate of \$2.25 per sq. ft. of contracted space.

DOMESTIC SHIPPING

J & J Motor Service is the preferred shipper of the 2017 ICFA Preview Show. However, each exhibitor is free to choose their own means of shipping. Representatives from J & J Motor Services can be reached at (312) 225-3323.

INTERNATIONAL SHIPPING

R.E. Rogers is the official customs broker and international freight forwarder for the 2017 Preview Show. Please feel free to contact R.E. Rogers at (847) 806-9200 or via email at www.rerogers.com.

PERMANENT SHOWROOM TENANTS

If you are a permanent tenant and are showing merchandise in the Market Suites please return the [Tenant Move Form](#) no later than June 9, 2017. Deliveries will be charged at posted hourly materials handling rates.



DIRECTIONS TO THE MERCHANDISE MART LOADING DOCK

Directions to 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 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.

Helpful Hints for Shipping

- Utilize the advance shipping days.
- Make sure your shipper is aware of the freight delivery and pick-up schedule.
- When preparing to ship for The 2017 ICFA Preview Show, 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 to The Merchandise Mart.



2017 ICFA Preview Show

SET UP AND DISMANTLING INFORMATION

SET-UP PROCEDURES

SET-UP HOURS

Saturday, July 8	8:00 am – 4:00 pm
Monday, July 10	8:00 am – 4:00 pm

All exhibits must be set up by 4:00 pm on Monday, July 10, 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 Chicago Fire Department Rules and Regulations. If you require further information, please contact our Exhibitor Services Team at (312) 527-7902.

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.

DISMANTLING PROCEDURES

DISMANTLING HOURS

Thursday, July 13	6:00 pm – 10:00 pm
Friday, July 14	8:00 am – 12:00 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. If you choose to use the services of an outside contractor, also referred to as an Exhibitor Appointed Contractor (EAC), we ask that you return the [Exhibitor Appointed Contractor Form](#).

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 MMPI 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 Wednesday, July 12.

UNION REGULATIONS

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 call (312) 527-7902 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.
- Shipments must arrive 24 hours prior to your arrival to set up your booth.



Merchandise Mart Forms

Deadline: June 9, 2017

- Complimentary Sign Order Form p. 19
- Customization of Booth Request Form p. 20
- Booth Order Form p. 21
- Method of Payment p. 22
- Labor Request Form p. 23
- Exhibitor Appointed Contractor Form p. 24
- Permanent Tenant Move Form p. 25
- Shipment Notification Form p. 26



2017 ICFA July Preview Show

COMPLIMENTARY SIGN ORDER FORM

DEADLINE: June 9, 2017

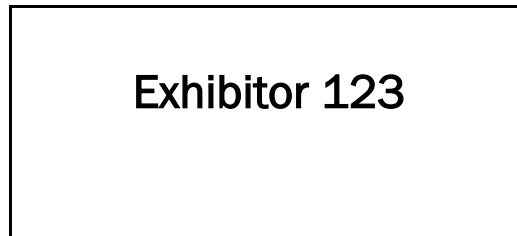
Each booth is provided with two 8-1/2" x 14" identification signs, installed by MMPI personnel. If the form is not completed, we will use the company name listed on your contract.

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

Booth Name: _____

Booth Number: 7 _____

City: _____ State/Country: _____



- 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: 7 _____

Ordered by: _____

Telephone Number: _____ Fax Number: _____

E-Mail or Fax this form to: **2017 ICFA Preview Show, Attn: Robert Scott,**
PHONE: (312) 527-7902, FAX: (312) 379-6138, EMAIL: tradeshowoperations@themart.com
www.exhibitorinfo.com



2017 ICFA Preview Show

BOOTH ORDER FORM

DEADLINE: JUNE 9, 2017

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

Equipment	Preorder Rate (before 06/09/17)	On-Site Rate (after 06/09/17)	Quantity	Total
Table: 2'x4'x30"	\$50.25	\$63.50		\$
Chair: arm chair	\$32.75	\$41.00		\$
Riser: wooden, 11"x11"x4'	\$14.50	\$18.75		\$
Wastebasket	\$19.25	\$24.25		\$
			+9% rental tax	
(A) Total Equipment				\$
Lighting				
LED Lamp 17W Narrow Flood	\$47.50	\$59.00		\$
			+9% rental tax	
(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.

- Zip cords, taps, extension cords over 6', clamp lights or track lights are not permitted.
- All wiring or flexible cords shall be 3-wire, "hard usage approved", 12-gauge, grounded, unless a component part of an assembly approved under Chicago Electrical Code.
- Christmas tree lights are permitted only with the use of a GFI cord. GFI cords must be rented through MMPI.
- All fixtures must be UL listed, though this does not ensure passage of Chicago Electrical Code.
- Only MMPI light tracks and fixtures are to be used.
- MMPI 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)	7/11 7/12	\$.55	\$
(D) Total Cleaning			\$
Total (A-D)			\$

Exhibitor Information

Booth Name: _____ Booth Number: 7 _____
 Ordered by: _____ Telephone Number: _____
 Fax Number: _____

E-Mail or Fax this form to: 2017 ICFA Preview Show, Attn: Robert Scott,
 PHONE: (312) 527-7902, FAX: (312) 379-6138, E-MAIL: tradeshow_operations@themart.com
www.exhibitorinfo.com



2017 ICFA Preview Show

METHOD OF PAYMENT FORM

DEADLINE: JUNE 9, 2017

All exhibitors must complete a method of payment.

Booth Name: _____ Booth Number: 7

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 JUNE 9, 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: _____

E-Mail or Fax this form to: 2017 ICFA Preview Show, Attn: Robert Scott
PHONE: (312) 527-7902, FAX: (312) 379-6138,
E-MAIL: tradeshow_operations@themart.com
www.exhibitorinfo.com



2017 ICFA Preview Show

INSTALLATION & DISMANTLING LABOR REQUEST FORM

DEADLINE: JUNE 9, 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 06/09/17):

	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: 7

Ordered by: _____ Telephone Number: _____

Fax Number: _____

E-Mail or Fax this form to: 2017 ICFA Preview Show, Attn: Robert Scott,
 PHONE: (312) 527-7902, FAX: (312) 379-6138, E-MAIL: tradeshow_operations@themart.com
www.exhibitorinfo.com



2017 ICFA Preview Show

EXHIBITOR APPOINTED CONTRACTOR (EAC) FORM

DEADLINE: JUNE 9, 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 The Merchandise Mart, Show Management must be notified, using this form, by the deadline date.

Booth Name: _____ Booth Number: 7

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 JUNE 9, 2017.

Provide below the names of full-time employees who will be working in the booth 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 Merchandise Mart Properties, Inc., 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 manual. 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 _____

Name of Authorized Personnel _____ Name of Authorized Personnel _____

E-Mail or Fax this form to: 2017 ICFA Preview Show, Attn: Robert Scott,
PHONE: (312) 527-7902 FAX: (312) 379-6138, E-MAIL: tradeshow_operations@themart.com
www.exhibitorinfo.com



2017 ICFA Preview Show

PERMANENT TENANT MOVE FORM

DEADLINE: June 9, 2017

If you are a Tenant of the Merchandise Mart and your exhibit material is coming from your showroom to your Temporary Market Suite. MMPI staff must complete all moves. Tenants will not be able to check out carts or dollies from the dock. Actual date and time of tenant moves will be determined by Show Management and cannot be guaranteed. An MMPI staff member will contact you about the actual time your material will be moved to your market suite. In order to ensure proper handling of your material, a company representative must be present in your showroom at the time of the move. If you have any questions, contact Robert Scott at 312.527.7902 or email: tradeshow_operations@themart.com.

PERMANENT SHOWROOM # _____ **Move Date:** _____

Dealer Name: _____ **Booth Number:** 7 _____

Name: _____

Phone: _____ **Fax:** _____

Please specify your needs. Include complete description of material that will be moved.

E-Mail or Fax this form to: **2017 ICFA Preview Show, Attn: Robert Scott**
PHONE: (312) 527-7902, FAX: (312) 379-6138, E-MAIL: tradeshow_operations@themart.com
www.exhibitorinfo.com



2017 ICFA Preview Show

SHIPMENT NOTIFICATION FORM

DEADLINE: June 9, 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 Van Line 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 Van Line Company Truck Air Freight

or Hold at Merchandise Mart for September Market

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

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

E-Mail or Fax this form to: **2017 IFCA Preview Show, Attn: Robert Scott**
PHONE: (312) 527-7902, FAX: (312) 379-6138, E-MAIL: tradeshow_operations@themart.com
www.exhibitorinfo.com



Showcase Order Form

The IFCA Casual Market

July 11th - 13th, 2017

Deadline Date: June 26th, 2017

Merchandise Mart Market Suites

VU Case Rentals, Inc.

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. 4', Corner, and Black Cases are in limited supply and customers will be notified if we cannot fulfill their order							
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	
						Total	

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 electrical contractor.

There is a 100% cancellation fee and a \$100 per case charge for late orders and changes made at show site or after the cases have been delivered. A \$10 fee will be assessed for keys that are not returned.

Delivery charges may apply

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: _____

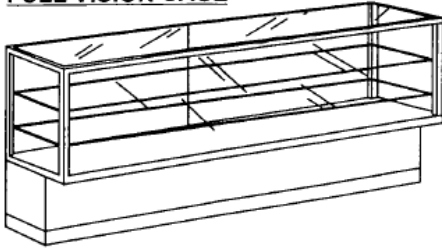
Date Ordered: _____



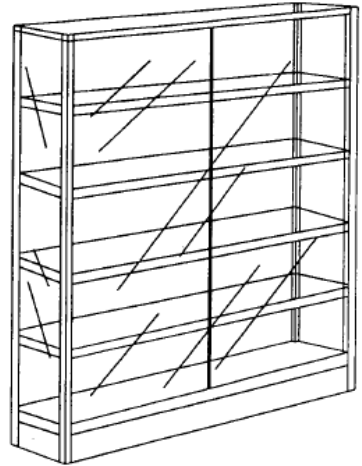
VU CASE RENTAL ORDER FORM

Cases are rented for display purposes only and we do not warrant the safety or security thereof.
We are not liable for contents, damage or breakage after cases have been delivered.

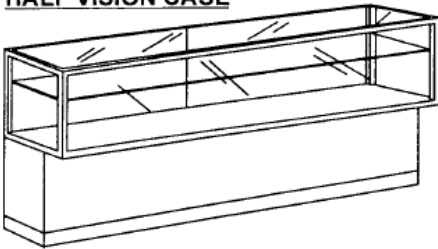
FULL VISION CASE



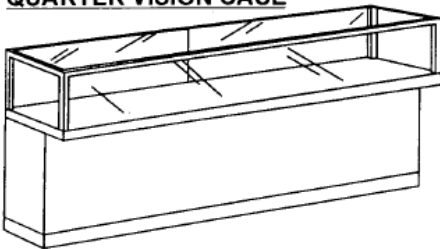
**WALLCASE
SOLID AND SEE-THRU**



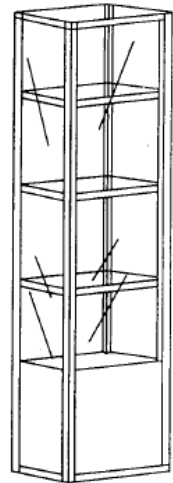
HALF VISION CASE



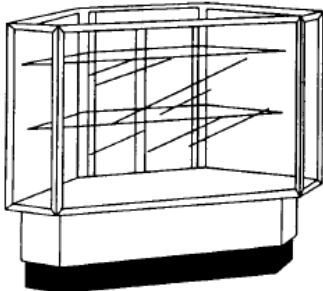
QUARTER VISION CASE



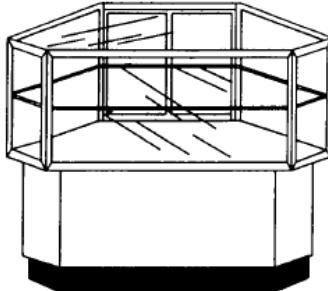
TOWER CASE



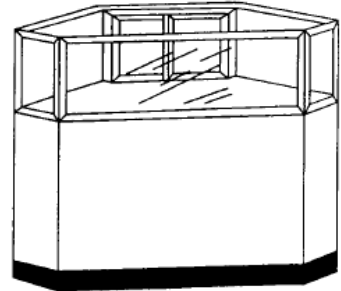
**CORNER
FULL VISION**



**CORNER
1/2 VISION**



**CORNER
1/4 VISION**



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.

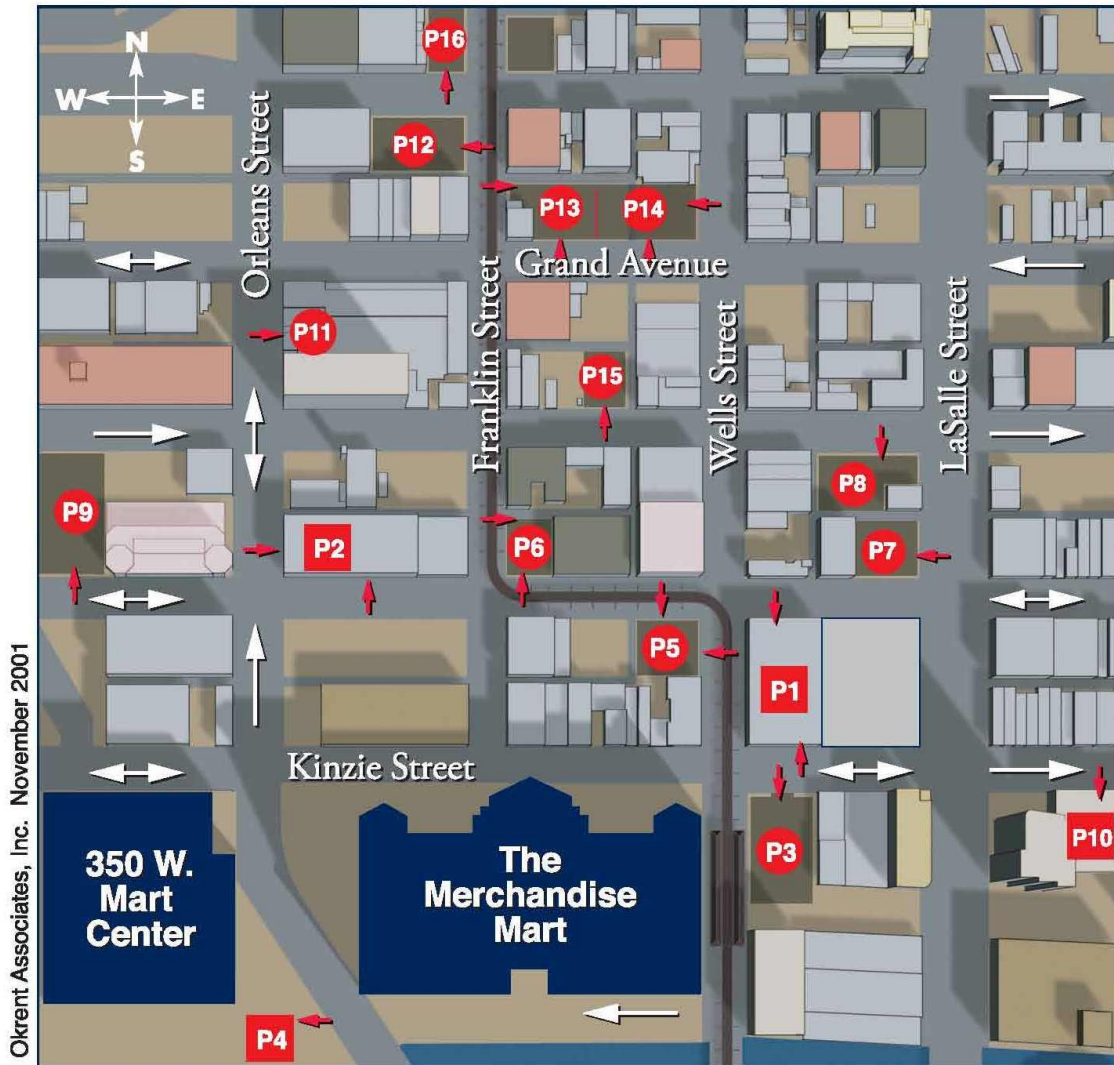
Parking

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 29.



PARKING GARAGES



P1 MARTPARC WELLS	P7 LASALLE/HUBBARD	P13 FRANKLIN/GRAND
P2 MARTPARC ORLEANS	P8 ILLINOIS/LASALLE	P14 WELLS/GRAND
P3 165 W. KINZIE	P9 KINGSBURY/ILLINOIS	P15 220 W. ILLINOIS
P4 WOLF POINT	P10 LASALLE/KINZIE	P16 FRANKLIN/OHIO
P5 HUBBARD/WELLS	P11 ORLEANS/ILLINOIS	
P6 FRANKLIN/HUBBARD	P12 FRANKLIN/OHIO	





