



## DECORATOR INFORMATION



Decorator  
Information

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DES-DEMERS EXPOSITION SERVICES, INC.

151a Park Ave – East Hartford, CT 06108

[www.demersexpo.com](http://www.demersexpo.com)

Phone - 860.882.0003

Fax 860.761.0070

Email: [info@demersexpo.com](mailto:info@demersexpo.com)

Demers Order forms  
Credit Card  
Authorization Form  
Furniture &  
Accessories  
Signs and Graphics  
Labor & Cleaning



# SHOW FACTS

## Progressive Insurance Norwalk Boat Show Norwalk Cove Marina September 21-24, 2017



PROGRESSIVE

Norwalk Boat Show

September 21–24, 2017 | Norwalk Cove Marina

Progressive Insurance Norwalk Boat Show, Norwalk Cove Marina, September 21-24, 2017

### BOOTH EQUIPMENT

Each 8' (deep) x 10' (wide) booth space includes one 8' high back drape, two 3' high side drapes, and one 7"x44" ID sign.

### EXHIBIT HALL CARPET

The Exhibit Hall is NOT carpeted.

### DISCOUNT PRICES

In order to receive the discounted rates listed in this kit, we must receive your order by **Thursday, Sept. 7, 2017**.  
*Order online (see page 3) and save the 8% Administrative Fee.*

### SHOW SCHEDULE:

#### Exhibitor Move In

Monday, September 18, 2017 from 8:00am-5:00pm  
Tuesday, September 19, 2017 from 8:00am-5:00pm  
Wednesday, September 20, 2017 from 8:00am-5:00pm

#### Show Hours

Thursday, September 21, 2017 from 10:00am-7:00pm  
Friday, September 22, 2017 from 10:00am-7:00pm  
Saturday, September 23, 2017 from 10:00am-7:00pm  
Sunday, September 24, 2017 from 10:00am-7:00pm

#### Dismantle

Sunday, September 24, 2017 at 7:00pm  
Monday, September 25, 2017 all Tent Exhibitors must be dismantled by 12:00pm  
Tuesday, September 26, 2017 all Shore Side Exhibitors must be dismantled by 12:00pm

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Events  
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PROGRESSIVE

Norwalk Boat Show

September 21-24, 2017 | Norwalk Cove Marina

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Progressive Insurance Norwalk Boat Show, Norwalk Cove Marina, September 21-24, 2017



# ONLINE ORDERING

**Looking for an easier way to place your order?  
Tired of faxing or emailing forms?**

Try our fully PCI-Compliant Online Ordering System!

Simply request an online login by emailing [info@demersexpo.com](mailto:info@demersexpo.com) (please specify show name and show date). Then place your order using our convenient storefront. All products & services offered in this Exhibitor Services Kit are available on our storefront.

**Using our Storefront saves you an 8% Administrative Fee!**  
**Orders placed by email or fax will be assessed this fee.**



# CREDIT CARD AUTHORIZATION

Progressive Insurance Norwalk Boat Show, Norwalk Cove Marina, September 21-24, 2017

To have orders charged to a Credit Card Account, please complete the information requested below and return this form with your order(s). Credit Card orders are subject to credit approval. Event site balances or charges for outstanding labor or miscellaneous items not previously paid will be charged to your Credit Card Account.

=====

CREDIT CARD:        VISA            MasterCard            AMEX

ACCOUNT NUMBER: \_\_\_\_\_

EXPIRATION DATE: \_\_\_\_\_

SECURITY CODE (Visa/ Master Card 3 digit # on back, Amex 4 digit # on front): \_\_\_\_\_

CARDHOLDER'S NAME: \_\_\_\_\_

CARDHOLDER'S SIGNATURE: \_\_\_\_\_        DATE: \_\_\_\_\_

=====

## ADDRESS BELOW MUST MATCH CARDHOLDER'S BILLING ADDRESS

Company Name: \_\_\_\_\_        Booth #: \_\_\_\_\_

Card Billing Address: \_\_\_\_\_        Authorized by: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_        Signature: \_\_\_\_\_

Phone: \_\_\_\_\_        Fax: \_\_\_\_\_        Date: \_\_\_\_\_

Email Address: \_\_\_\_\_

=====

## CREDIT AND PAYMENT POLICY

In addition to cash, company check or money order, VISA, MasterCard, and AMEX are accepted. The Credit Card Authorization section above must be completed and accompany all credit card orders. Please notify your company representative of the following:

- All orders must be paid in full and/or credit card authorization (above) be on file with your order(s) before any services are rendered. There will be no invoicing; purchase orders are not a form of payment.
- Payment for orders mailed to Demers in advance can be made by company check, money order, or credit card.
- Event site orders can be paid by cash or charged to a credit card account.
- International exhibitors must prepay all services in American funds.
- Items ordered, delivered to booth, then canceled, will not be refunded.
- Other refund requests will not be considered unless Exhibitor makes request of Demers prior to the close of the event.
- By submitting this credit card authorization you knowingly authorize Demers to Charge your credit card for any service rendered under the terms and conditions stated in the exhibitor kit. You also knowingly authorize your show site representative to sign for charges on your behalf.
- Exhibitor is responsible for cost of repair or replacement if equipment is lost, damaged or stolen while being rented.
- Payment must be received by advanced deadline **\*September 7, 2017\*** in order to avoid late charges.
- Freight or orders received without payment will be assessed a late fee.

**PAYMENT MUST BE INCLUDED WITH ALL ORDERS**

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# STANDARD FURNISHINGS

\*\*\* Order Online and save the 8% Administrative Fee \*\*\*

Progressive Insurance Norwalk Boat Show, Norwalk Cove Marina, September 21-24, 2017

CARPETING				
QTY	Carpet Size	Advance	Floor	Subtotal
	9' x 10' Carpet	120.00	144.00	
	9' x 20' Carpet	214.00	288.00	
	9' x 30' Carpet	312.00	413.00	
	9' x 40' Carpet	410.00	532.00	
<i>Carpet Color:</i> Gray Blue Red Burgundy Emerald Green				
<b>SPECIAL CUT CARPETING</b> Includes Taping				
Booth Size: _____ ft. x _____ ft. = _____ sq. ft. x \$4.03 = _____				

**CARPET PADDING**  
Booth Size: \_\_\_\_\_ ft. x \_\_\_\_\_ ft. = \_\_\_\_\_ sq. ft. x 2.37= \_\_\_\_\_

DRAPED TABLES				
<i>Drape Color:</i> Gray Blue Red Black White Green Burgundy				
QTY	Table Size	Advance	Floor	Subtotal
	2' x 4' x 30" high	81.00	99.00	
	2' x 6' x 30" high	99.00	120.00	
	2' x 8' x 30" high	107.00	136.00	
	2' x 4' x 40" high	99.00	118.00	
	2' x 6' x 40" high	115.00	136.00	
	2' x 8' x 40" high	127.00	153.00	

UNDRAPED TABLES				
QTY	Table Size	Advance	Floor	Subtotal
	2' x 4' x 30" high	38.00	48.00	
	2' x 6' x 30" high	45.00	56.00	
	2' x 8' x 30" high	56.00	66.00	
	2' x 4' x 40" high	46.00	61.00	
	2' x 6' x 40" high	57.00	67.00	
	2' x 8' x 40" high	61.00	72.00	

WOOD TABLE RISERS				
QTY	Riser Size	Advance	Floor	Subtotal
	4' x 10" undraped	25.00	31.00	
	6' x 10" undraped	31.00	36.00	
	4' x 10" draped	48.00	67.00	
	6' x 10" draped	54.00	94.50	

*Drape Color:* Gray Blue Red Black White Green Burgundy

CHAIRS			
QTY		Advance	Floor
	Upholstered arm chair	47.00	61.00
	Padded side chair	39.00	50.00
	Tubular folding chair	24.00	29.00
	Upholstered bar stool	51.50	69.00

SPECIAL DRAPERY/SKIRTING			
QTY		Advance	Floor
	8' high drapery per linear foot	11.50	13.60
	3' high drapery per linear foot	10.50	12.50
	13'-long table skirting	64.00	81.00

*Color:* Gray Blue Red Black White Green Burgundy  
Circle choice

ACCESSORIES			
QTY		Advance	Floor
	Aluminum Rail/linear foot	9.45	10.50
	Clothes Tree	65.00	92.00
	Easel (Tripod Display)	47.00	52.50
	Garment Rack	83.00	115.50
	Panelboard (4' x 8')	149.00	229.00
	Pegboard (4' x 8' White)	169.00	217.00
	Stage (4' x 4' all heights up to 36")	63.00	124.00
	Stage (4' x 4' w/ carpet & skirt)	120.00	225.00
	Stanchion Post (Chrome)	47.00	63.00
	Stanchion Belt /linear foot	9.45	10.50
	Waste Basket	22.00	26.00

**- ORDER SUMMARY -**

Subtotal: \$ \_\_\_\_\_  
6.35% CT Sales Tax: \$ \_\_\_\_\_  
8.00% Admin Fee: \$ \_\_\_\_\_  
**Total Due: \$ \_\_\_\_\_**

**Payment Enclosed:**

Company Check  Credit Card Authorization  Money Order

**Advance price deadline: September 7, 2017. Floor prices apply after this date.**

*All items are for rental for the duration of the show only. Items ordered, delivered to booth, then canceled, will not be refunded.*

*Other refund requests will not be considered unless Exhibitor makes request of Demers prior to the close of the show.*

*Exhibitor is responsible for cost of repair or replacement if equipment is lost, damaged or stolen while being rented.*

**Order Online and save the 8% Administrative Fee!**

Company Name: \_\_\_\_\_ Booth# (if known): \_\_\_\_\_  
 Address: \_\_\_\_\_ Phone: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_ Date: \_\_\_\_\_  
 Authorized by: \_\_\_\_\_ Signature: \_\_\_\_\_  
 Email: \_\_\_\_\_

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# Additional Booth Accessories

We have too many accessories to fit on one page. If you are interested in something that you do not see in the Exhibitor Kit, please call our office for a quote.



Description	QTY	Rental Rate <small>(Duration of Show)</small>	Total
Tote Bag Holder/Rack		\$63.00	
2.5'x6' Bookcase		\$263.00	
Literature Rack		\$100.00	
2'x5' Gridwall <b>(must order at least 2)</b>		\$63.00 each	
Lighted Product Display Case		\$605.00	
4' Gondola (comes with 2 shelves*)		\$237.00	
*Additional gondola shelves (holds up to 4 total)		\$26.00 each	
Coffee Table		\$53.00	
Room Divider		\$168.00	
Faux Silk Palm Tree		\$74.00	

**Advance price deadline: September 7, 2017**

Orders placed after the deadline date will be assessed a 25% late charge. All items are for rental for the duration of the show only. Items ordered, delivered to the booth, and then canceled, will not be refunded. Other refund requests will not be considered unless Exhibitor makes the request to Demers prior to the close of the show. Exhibitor is responsible for the cost of the repair or replacement if equipment is lost, damaged, or stolen while being rented.

\*Actual products may vary from images shown\*

**Order Online and Save the 8% Administrative Fee**

Subtotal: \$ \_\_\_\_\_  
 6.35 % Sales Tax: \$ \_\_\_\_\_  
 8.00% Admin Fee: \$ \_\_\_\_\_  
**Total Due:** \$ \_\_\_\_\_

Company Name: \_\_\_\_\_ Booth# (if known): \_\_\_\_\_  
 Address: \_\_\_\_\_ Phone: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_ Date: \_\_\_\_\_  
 Authorized by: \_\_\_\_\_ Signature: \_\_\_\_\_  
 Email: \_\_\_\_\_

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# DIGITAL GRAPHICS AND SIGNS

Progressive Insurance Norwalk Boat Show, Norwalk Cove Marina, September 21-24, 2017

## Your presentation is everything!!!

Impress your potential new customer and stand out from your competitors with high impact digital graphics in your booth. Let our team of graphic designers and sign professionals bring your booth to the next level with high impact digital graphics.

The next pages are graphics order forms. Use these forms as a guideline or consult with our graphics team to determine what will be best for your booth.

Contact us at 860.882.0003.



# SIGN & GRAPHICS ORDER FORM

To order your graphics, complete this order form and attach your sign copy or electronic file. Please see artwork guidelines for electronic files on the following page. Note: All graphics are subject to a 100% cancellation charge.

## DIGITAL GRAPHICS

Demers Expo can provide the finest state-of-the-art digital graphic reproduction available on the market today. Capabilities include full-color spectrum, photo-quality, high-resolution digital printing in any size for banners, easel signage, and more.

## PRICING GUIDE

<input style="width: 80%;" type="text"/>	L X	<input style="width: 80%;" type="text"/>	W =	<input style="width: 80%;" type="text"/>	Square Feet
Round length and width up to nearest foot					
<input style="width: 80%;" type="text"/>	Square Feet	X	\$9.00 per Sq. Ft. Discount Price or \$14.00 per Sq. Ft. Standard Price	=	<input style="width: 80%;" type="text"/> Total

**In order to receive discounted pricing, your order must be received by September 7, 2017.**

Minimum order per graphic 6 sq. ft.; Double sq. ft. for double-sided graphics; File conversion, retouching, cloning or color correcting may incur additional labor charges (Demers will advise of charges before work is performed).

**Please call an Exhibitor Sales Specialist for price quotes on graphics over 80 sq. ft.**

## BACKING MATERIAL

**Standard:**

Foam Core  
 PVC Fluted

**Upgraded:** (additional 15% charge)

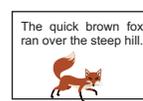
Sintra  
 Gator Board  
 Plexi

**If backing material is not selected, PVC Fluted will be used.**

## SIGN LAYOUT



Vertical



Horizontal



Designer to decide

## SPECIAL INSTRUCTIONS

Please indicated the file name that will be e-mailed or uploaded to our FTP (see next page)

<input style="width: 80%;" type="text"/>	Total X	<input style="width: 80%;" type="text"/>	6.35% Sales Tax	+	<input style="width: 80%;" type="text"/>	8.00% Admin Fee	=	<input style="width: 80%;" type="text"/>	Grand Total
--	---------	--	--------------------	---	--	--------------------	---	--	-------------

If you will be ordering more than one sign, please use one order form per graphic/sign.

**Order Online and Save the 8% Administrative Fee**

Company Name: _____	Booth #: _____
Address: _____	Authorized by: _____
City/State/Zip: _____	Signature: _____
Phone: _____ Fax: _____	Date: _____
Email Address: _____	

Progressive Insurance Norwalk Boat Show, Norwalk Cove Marina, September 21-24, 2017



# ARTWORK & FILE GUIDELINES

Demers Expo will provide you with the best possible quality graphics for your event or exhibit. You can assist us in that effort by providing digital art files using the guidelines listed below. If you are sending us completed, print-ready files, please pass the following information on to your graphics designer. The two overall considerations for submitting acceptable artwork includes: proper resolution or size of the file to avoid poor quality images, and proper color matching information and proofs to ensure accurate color reproduction.

## PREFERRED SOFTWARE AND FILE FORMATS

We are capable of working with both PC and MAC based software, and can accept art created with the following software programs:

- ADOBE—Illustrator, InDesign, and Photoshop
- COREL DRAW

The following files can be submitted for graphic reproduction:

- EPS and AI
- TIF
- PDF
- JPG

Vector formats are best to use.

When using vector based formats, include all fonts, or convert fonts to outlines or paths.

File types that **cannot** be used to reproduce high quality graphics include:

- GIF
- Microsoft Office software files such as Word (.doc), or PowerPoint (.ppt)
- Self-extracting files, such as EXE or SEA files

## HOW TO SEND ARTWORK

- Artwork files that are of acceptable resolution as listed above will typically be too large to send via email. Files may be saved and sent via overnight delivery on either a CD-ROM or a DVD, along with the hard-printed proof copy (floppy disks and zip drives are not a good option for sending large graphics files).
- Files may also be posted to DES-DEMERS FTP site. You may get the password and other needed information from your DES service representative in order to post files. However, a hard copy proof and back-up of the files on CD-Rom/DVD, while not necessary, are requested for our convenience. Please call (860) 882.0003.
- If your artwork files are below 6 megabytes, they can be e-mailed to [info@demersexpo.com](mailto:info@demersexpo.com).



# CUSTOM BOOTH RENTAL



This custom booth rental package includes: three (3) full white backwall panels (8 - 10 linear feet total); two (2) full white sidewall panels (3 linear feet); brushed aluminum trim; one (1) 9' x 10' booth carpet (*indicate color choice below*); one (1) 30" high draped table (*indicate table length and skirt color below*); one (1) padded arm chair; one (1) waste basket; one (1) Company I.D. Sign (*indicate I.D. sign letter color and text below*); show site delivery, setup and dismantling. Quantities are limited and are available on a first-come, first-served basis. This special booth package cannot be ordered at the show site.

**\*Logos and/or Graphics:** Prices quoted upon request. Please call (860) 882-0003.

**Please indicate your choices for the following items:**

9' x 10' Carpet Color:	Red	Blue	Gray	Burgundy
Table Length:	4'	6'	8'	
Table Skirt Color:	Red	Blue	Gray	Burgundy
	White	Green	Black	
I.D. Sign Letter Color (1):	Red	Blue	Black	

I.D. Sign Text (up to 20 characters): \_\_\_\_\_  
*Additional I.D. Sign Characters can be ordered @ \$8.00 per character*

**- ORDER SUMMARY -**

# CUSTOM BOOTH RENTAL PACKAGES \_\_\_\_\_ x \$1004.00 each: \$ \_\_\_\_\_  
**10% Discount (two or more units):** \$ \_\_\_\_\_  
**Subtotal:** \$ \_\_\_\_\_  
**6.35% CT Sales Tax:** \$ \_\_\_\_\_  
**8.00% Admin Fee:** \$ \_\_\_\_\_  
**Total Due:** \$ \_\_\_\_\_

**Order Online and Save the 8% Administrative Fee**

**Payment Enclosed:**  Company Check  Credit Card Authorization  Money Order

**Order deadline: September 7, 2017**

Company Name: \_\_\_\_\_ Booth# (if known): \_\_\_\_\_  
 Address: \_\_\_\_\_ Phone: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_ Date: \_\_\_\_\_  
 Authorized by: \_\_\_\_\_ Signature: \_\_\_\_\_  
 Email: \_\_\_\_\_

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I.D. Sign Text (up to 20 characters): \_\_\_\_\_  
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**10% Discount (two or more units):** \$ \_\_\_\_\_  
**Subtotal:** \$ \_\_\_\_\_  
**6.35% CT Sales Tax:** \$ \_\_\_\_\_  
**8.00% Admin Fee:** \$ \_\_\_\_\_  
**Total Due:** \$ \_\_\_\_\_

**Order Online and Save the 8% Administrative Fee**

**Payment Enclosed:**  Company Check  Credit Card Authorization  Money Order

**Order deadline: September 7, 2017**

Company Name: \_\_\_\_\_ Booth# (if known): \_\_\_\_\_  
 Address: \_\_\_\_\_ Phone: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_ Date: \_\_\_\_\_  
 Authorized by: \_\_\_\_\_ Signature: \_\_\_\_\_  
 Email: \_\_\_\_\_

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# CLEANING ORDER FORM

Order Online and Save the 8% Administrative Fee

Vacuumping of booth carpet per booth space @ \$55.00 per day; service includes general booth vacuumping prior to the opening of the show on each day requested.

## VACUUMPING

Description	# of Booths		# of days		Rate per day	Total
Vacuumping		X		X	\$55	
					8.00% Admin Fee	
					<b>Total</b>	

Porter service per booth space @ \$55.00 per day; service includes emptying of trash cans replacement of trash can liners and disposal of trash in your booth space.

## Porter Service

Description	# of Booths		# of days		Rate per day	Total
Porter		X		X	\$55	
					8.00% Admin Fee	
					<b>Total</b>	

Order Online and Save the 8% Administrative Fee

Company Name: \_\_\_\_\_ Booth# (if known): \_\_\_\_\_  
 Address: \_\_\_\_\_ Phone: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_ Date: \_\_\_\_\_  
 Authorized by: \_\_\_\_\_ Signature: \_\_\_\_\_  
 Email: \_\_\_\_\_

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# LABOR ORDER FORM

*Order Online and save the assessed 8% Administrative Fee!*

**Journeyman Labor-**

These craftsmen crate and uncrate materials, set up and dismantle exhibits  
 STRAIGHT TIME 8:00am to 4:30pm, Monday through Friday  
 OVERTIME 4:30pm to 8:00am, Monday through Friday; and weekends  
 DOUBLE TIME Holidays

Rates: per person/per hour	
Discount Price	Showsite Price
\$85.50	\$110.00
\$128.25	\$165.00
\$171.00	\$220.00

**Two Hour Minimum Per Laborer**

**Advance Pricing Deadline:  
September 7, 2017.**

Start time guaranteed only when labor is requested for the start of the working day (8:00am).  
 Labor must be cancelled in writing, 24 hours in advance to avoid estimated labor charges.

**INSTALLATION LABOR**

**Demers Exposition Supervised Labor**

Installation of your exhibit will be completed at our discretion prior to show opening.  
 The charge for this service is 30% of the total installation labor bill, or a minimum of \$60.00.

Emergency Contact: \_\_\_\_\_ Phone #: \_\_\_\_\_  
 Display Contact: \_\_\_\_\_ Phone #: \_\_\_\_\_

**Exhibitor Supervised Labor** – Supervisor must check-in at Demers Service Desk to pick-up labor.

Supervisor Name: \_\_\_\_\_ Phone #: \_\_\_\_\_

Date	Start Time	No. of People	Approx. Hrs Per Person	Total Hrs.	Hourly Rate	Estimated Total Cost
_____	_____	_____ x	_____ =	_____	@ \$ _____	= \$ _____
_____	_____	_____ x	_____ =	_____	@ \$ _____	= \$ _____
						DEMERS Supervision (30%/60.00) = \$ _____
						8% Admin Fee = \$ _____
						Total = \$ _____

**DISMANTLE LABOR**

**Demers Exposition Supervised Labor**

Demers Exposition will not be responsible for product or literature that is not properly packed and labeled by exhibitor.  
 The charge for this service is 30% of the total dismantle labor bill, or a minimum of \$60.00.

Emergency Contact: \_\_\_\_\_ Phone #: \_\_\_\_\_  
 Display Contact: \_\_\_\_\_ Phone #: \_\_\_\_\_

**Exhibitor Supervised Labor** – Supervisor must check-in at Demers Service Desk to pick-up labor.

Supervisor Name: \_\_\_\_\_ Phone #: \_\_\_\_\_

Date	Start Time	No. of People	Approx. Hrs Per Person	Total Hrs.	Hourly Rate	Estimated Total Cost
_____	_____	_____ x	_____ =	_____	@ \$ _____	= \$ _____
_____	_____	_____ x	_____ =	_____	@ \$ _____	= \$ _____
						DEMERS Supervision (30%/60.00) = \$ _____
						8% Admin Fee = \$ _____
						Total = \$ _____

Company Name: \_\_\_\_\_ Booth# (if known): \_\_\_\_\_  
 Address: \_\_\_\_\_ Phone: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_ Date: \_\_\_\_\_  
 Authorized by: \_\_\_\_\_ Signature: \_\_\_\_\_  
 Email: \_\_\_\_\_

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**Demers  
Events  
& Expo  
Services**

Progressive Insurance Norwalk Boat Show, Norwalk Cove Marina, September 21-24, 2017

# LIABILITY AND INSURANCE BULLETIN

Progressive Insurance Norwalk Boat Show, Norwalk Cove Marina, September 21-24, 2017

DEMERS EXPOSITION SERVICES, INC. shall not be responsible for damage to uncrated materials, improperly packed materials, or concealed damage.

DEMERS EXPOSITION SERVICES, INC. shall not be responsible for loss, theft or disappearance of exhibitor's materials after same have been delivered to exhibitor's booth.

DEMERS EXPOSITION SERVICES, INC. shall not be responsible for loss, theft or disappearance of materials before they are picked up from exhibitor's booth for reloading after the event. Bills of lading covering outgoing shipments which are furnished to DEMERS EXPOSITION SERVICES, INC. by exhibitors will be checked at time of our actual pick-up from booth and corrections made where discrepancies occur.

DEMERS EXPOSITION SERVICES, INC. shall not be responsible for loss, damage or delay due to fire, acts of God, strikes, lockouts or work stoppages of any kind, or to any causes beyond its control.

DEMERS EXPOSITION SERVICES, INC.'s liability shall be limited to physical loss or damage to the specific article which is lost or damaged, and in any event, DEMERS EXPOSITION SERVICES, INC.'s liability shall be limited to \$0.30 per pound.

DEMERS EXPOSITION SERVICES, INC. shall not be liable to any extent whatsoever for any actual, potential or assumed loss of profits or revenues, or for any collateral costs which may result from any loss or damage to an exhibitor's materials which may make it impossible to exhibit same.

The consignment or delivery of a shipment to DEMERS EXPOSITION SERVICES, INC. by an exhibitor, or by any other shipper on behalf of the exhibitor, shall be construed as an acceptance by such exhibitor (and/or other shipper) of the terms and conditions set forth in this bulletin.

EXHIBITORS REQUIRING ADDITIONAL INSURANCE COVERAGE SHOULD ARRANGE TO PLACE SAME THROUGH THEIR AGENT OR BROKER.

