



2695 East Henrietta Road ♦ Henrietta, NY 14467 ♦ (585) 334-4000 ♦ Fax (585) 334-3005 www.fairandexpocenter.org

Electrical Order Form

Please Mail or Fax this form Directly to the Fair & Expo Center to the Fair & Expo Center

Show: _____
 Date(s): _____
 Order Deadline: _____

QTY	ELECTRICITY NEEDED:	ADVANCED FLOOR PRICE	PRICE	TOTAL \$ AMT
_____	500 Watts 120 Volts	\$35.00	\$40.00	_____
_____	1000 Watts 120 Volts	\$50.00	60.00	_____
_____	2000 Watts 120 Volts	\$60.00	\$70.00	_____
_____	3000 Watts 120 Volts	\$70.00	\$80.00	_____
_____	4000 Watts 120 Volts	\$80.00	\$90.00	_____
_____	5000 Watts 120 Volts	\$90.00	\$100.00	_____
_____	Single Phase 208, 240 Volts	\$3.00/amp		_____
_____	Three Phase 208, 240 Volts	\$4.00/amp		_____
_____	150 Watts spotlight on 8' standard clamp on swivel - Socket installed & connected	\$25.00	\$30.00	_____

Please make Check or Money Order payable to the **Monroe County Fair**. Credit Cards (**Visa & MasterCard ONLY**)

Name on Card exactly as it appears: _____

Address: _____

City / State / Zip: _____ Phone: _____

Credit Card #: _____ Exp Date: _____

Signature: _____

Special Requirements: _____

The Dome Center does not furnish extension cords without a \$30.00 deposit per cord. Rental of extension cords are available on a daily basis at a rate of \$5.00 per day. Maximum load per outlet shall not exceed the above amounts. All wiring and other electrical installations, motors, etc. must be approved to prevent overloading of circuits. Exhibitors shall not be permitted to add wattage, except upon ordering same.

Connections required from outlets to equipment shall be at time and material rate. Any outlet requiring 24-hour service shall be at above rates plus 50% additional. Special electrical runs will be charged on a time and material basis.

All questions on billing must be settled prior to opening date of show. No credits are issued after closing date.

Name of Firm: _____ Booth #: _____

Address: _____ City / State / Zip: _____

Phone Number: _____ Contact Name: _____

Signature: _____ Today's Date: _____

Please mark (x) locations of electrical outlets on this diagram of the booth.



GREAT LAKES EVENTS

event decorating & trade shows • exhibit displays & graphics
freight transportation • rentals

100 Bickford Street Rochester, NY 14606, Phone: 585.458.2200, Fax: 585.458.5087, www.greatlakesevents.com

THE ROCHESTER SPORTSMEN'S SHOW
MARCH 4-6, 2011
THE DOME ARENA

Great Lakes Events has been chosen as the official Decorator and Service Contractor for **THE ROCHESTER SPORTSMEN'S SHOW** to be held **MARCH 4-6, 2011** at the **DOME ARENA** in **HENRIETTA, NY**. We can provide you with quality rental furnishings, carpeting, accessories and graphics for your exhibit space. If you would like to rent any of the following items below, please complete the forms and send back to our Exhibitor Services Dept.

COMPANY NAME: _____ **BOOTH:** _____

CONTACT NAME: _____ **PHONE #:** _____

THE FOLLOWING EQUIPMENT CAN BE ORDERED THROUGH GREAT LAKES EVENTS
ORDERS MUST BE PLACED BY FEBRUARY 25, 2011

PACKAGE A 10x10
1 – 8' Draped Table 2 – Folding Chairs 9x10 Carpet..... Cost \$140.00

PACKAGE B 10x20
2 – 8' Draped Tables 4 – Folding Chairs 9x20 Carpet..... Cost \$215.00

PACKAGE C 10x30
3 – 8' Draped Tables 6 – Folding Chairs 9x30 Carpet..... Cost \$295.00

PRICINGS FOR ADDITIONAL ITEMS		
<u>Qty</u>	<u>Item</u>	<u>Total</u>
TABLES		
___	4'-30" High Draped Table @ \$45.00	___
___	4'-42" High Draped Table @ \$50.00	___
___	6'-30" High Draped Table @ \$50.00	___
___	6'-42" High Draped Table @ \$55.00	___
___	8'-30" High Draped Table @ \$55.00	___
___	8'-42" High Draped Table @ \$60.00	___
CHAIRS		
___	Bar Stool @ \$30.00	___
___	Side Chair @ \$24.00	___
___	Folding Chair @ \$10.00	___
CARPET		
___	9x10 Carpet @ \$80.00	___
___	9x20 Carpet @ \$160.00	___

Please add 8.75% NYS Tax to your order. If tax exempt please provide a certificate with your order.

NOTE: We strongly recommend ordering in advance to insure that you receive the items needed and pricing above. There will be an onsite fee.

NOTE: There are NO refunds for items that have already been delivered to your booth.

NOTE: Exhibitors may bring their own furnishings for their booth(s).

IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT EXHIBITOR SERVICES

Phone: 585-458-2200

Fax: 585-458-5087

www.greatlakesevents.com

EXHIBITOR SERVICES FOR DECORATING



GREAT LAKES EVENTS

event decorating & trade shows • exhibit displays & graphics
freight transportation • rentals

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THE ROCHESTER SPORTSMEN'S SHOW

MARCH 4-6, 2011

THE DOME ARENA

DECORATING METHOD OF PAYMENT FORM

COMPANY NAME: _____ **BOOTH #:** _____

ADDRESS: _____

CITY: _____ **STATE:** _____ **ZIP:** _____

CONTACT: _____ **PHONE #:** _____

E-MAIL: _____ **FAX #:** _____

CREDIT CARD INFORMATION:

CREDIT CARD: A Credit Card is required to be on file if you will be using any services provided by GREAT LAKES EVENTS. This Credit Card can be used as payment for all services if you include the cardholder's authorization signature. If you fail to provide payment on your invoice at the close of the show, GREAT LAKES EVENTS reserves the right to charge the remaining balances to this credit card. Please be sure to arrange for complete payment by the close of the show.

_____	AMEX	_____	MASTERCARD	_____	VISA
PERSONAL CARD	_____	COMPANY CARD	_____		

ACCOUNT #: _____ **EXPIRATION DATE:** _____

AUTHORIZATION SIGNATURE: _____

CARDHOLDERS BILLING ADDRESS: _____

CITY: _____ **STATE:** _____ **ZIP:** _____

Please circle your form of payment:

COMPANY CHECK

CREDIT CARD

CHECK NUMBER: _____

FILL IN ABOVE INFORMATION

MAKE CHECKS PAYABLE TO Great Lakes Events LLC

*Checks Must Be In US Funds.

*A \$25.00 CHARGE WILL BE APPLIED FOR ALL RETURNED CHECKS.

PAYMENT TERMS & CONDITIONS

- Full Payment, including applicable sales tax is due in full with advance orders and/ or at show site for onsite orders. Purchase orders are not considered payment.
- **Unpaid balances:** Should there be any pre-approved unpaid balances after the close of the show; terms will be due upon receipt of invoice. Effective 30 days after invoice date a 2.0% finance charge will be applied. Annual rate of 24%.
- **Adjustment:** It is the exhibitor's responsibility to bring any discrepancies for services provided and/or listed on an invoice to the attention of a Great Lakes Events Exhibitor Service Representative before the close of the show. Discrepancies after the show will not be honored.

ORDERS WILL ONLY BE PROCESSED WHEN RETURNED WITH THE METHOD OF PAYMENT FORM



**March 4-6,
2011
Fair & Expo
Center
Henrietta, NY**

Contacts:

SHOW MANAGEMENT

Coral Productions, Inc

100 Bickford St

Rochester, NY 14606

Tel. (585) 254-2580

Fax (585) 458-1511

E-mail shows@coralproductions.com

www.rochestersportsmansexpo.com

SHOW LOCATION & Electrical Orders (see enclosed form)

Fair & Expo Center

2695 East Henrietta Rd.

Henrietta, NY 14467

Tel. (585) 334-4000

Fax (585) 334-3005

www.fairandexpocenter.org

SERVICE CONTRACTOR / FURNITURE, CARPET, AND DRAYAGE

Great Lakes Events

100 Bickford St.

Rochester, NY 14606

Tel. (585)458-2200

PHONE INSTALLATION

Frontier Phones

Tel. 585-775-1234

Ask for inside & outside wiring.

You will need your booth number

INTERNET SERVICE

Provided by Roadrunner; it is a Wifi system.

Service is free. Any questions call The Fair & Expo Center at 585-334-4000



**March 4-6,
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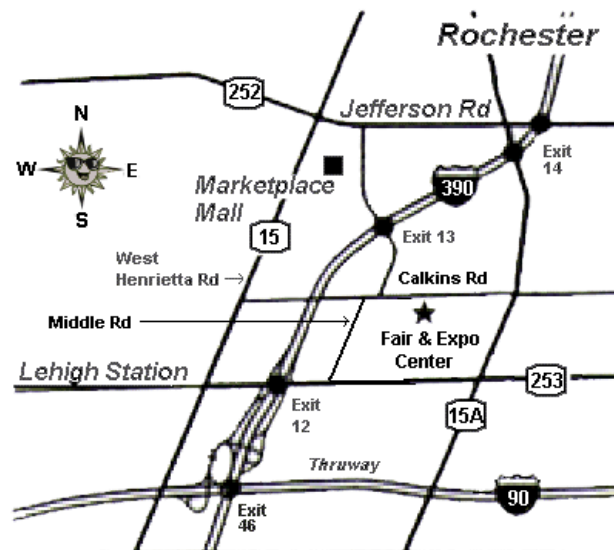
Directions :

FAIR & EXPO CENTER (formerly The Dome Arena) is located at 2695 East Henrietta Road (Rte. 15A), Henrietta, New York 14467. This is the corner of Route 15A and Calkins Road.

FROM EAST: Take I-90 west to exit 46, take I-390 north, (exit 12) to Lehigh Station Rd. (Rte. 253) turn right; go to East Henrietta Rd. (Rte 15a) turn left, the entrance to the Fairgrounds is on the left, after Gro-Moore Farms.

FROM WEST: Take I-90 east to exit 46, take I-390 north, (exit 12) to Lehigh Station Rd. (Rte. 253) turn right; go to East Henrietta Rd. (Rte 15a) turn left, the entrance to the Fairgrounds is on the left, after Gro-Moore Farms.

FROM SOUTH: Take I-390 north, (exit 12) Lehigh Station Rd. (Rte 253) turn right; go to East Henrietta Rd. (Rte 15a) turn left, the entrance to the Fairgrounds is on the left, after Gro-Moore Farms. **Once you get off the thruway (I-90) the Dome/Fairground are only 5 minutes away.**





**March 4-6,
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Center
Henrietta, NY**

DISCOUNT COUPON & COMPLIMENTARY PASSES REQUEST FORM
Return by February 18, 2011

Please complete the following information and return this form, with the appropriate payments by **February 18, 2011**. Completed forms should be mailed or faxed to:

Rochester Sportsman's Expo
 100 Bickford Street
 Rochester, NY 14606
 Phone: 585.254.2580
 Fax: 585.458.1511

Make checks Payable to:
 Rochester Sportsman's Expo

EXHIBITING COMPANY NAME:

Increase your booth traffic! Invite and encourage your clients to visit your company at the show by offering them special \$1 off coupons!

**Own a store-front business? Ask about our POP \$1 off coupon stands! Call 585.254.2580*

DISCOUNT COUPON REQUEST

Each exhibiting company can receive discount coupons ("\$1.00 OFF" ADMISSION). Please complete the *following* information so we may send you the appropriate number of discount coupons. Discount coupons will be mailed out in mid February for distribution to your clients.

QUANTITY REQUESTED: none 25 50 75 100 150 200 or _____

Ensure your success! Invite and encourage your special or "hot" clients to attend the show as your guest!

COMPLIMENTARY PASSES

- Each exhibiting company will receive a total of FIVE complimentary passes ("FREE ADMISSION") per 10 x 10 space to distribute to special clients. Additional complimentary passes (limit 50) can be pre-ordered by exhibitors at a reduced rate of \$6.00 per ticket (regular price \$9.00).
- If you will need more than the standard five (5) complimentary passes, please complete the following information and submit with your payment by February 11, 2011. Complimentary passes will be mailed out in mid February.

	QUANTITY	X	COST	=	TOTAL
ADDITIONAL COMPLIMENTARY PASSES	_____	X	\$6.00	=	_____



**March 4-6,
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Henrietta, NY**

EXHIBITOR PROMO OPPORTUNITIES!!

TELL US YOUR EXHIBIT PLANS!

Sponsoring a prize give-away, featuring a celebrity or unique product, or other special promotions are great way to increase visibility for your company before, during and after the show. *Rochester Sportsman's Expo* may be able include your company's special feature in its advance public relations campaign. Please tell us anything you would like about your unique products or services, prize giveaways or other attractions at your exhibit. Feel free to include company press releases or other information.

The Rochester Sportsman's Expo makes *no guarantee* of promoting what you include here. Public relations information is at the sole discretion of Show Management. Each company sponsoring a prize will be responsible for completing the drawing and delivering the prize give-away. RSE does not assume any responsibility.

If you will be offering a prize give-away during the show please complete the following information.

- Prize item & description:

- Retail Value:

- Other details about your company and/or exhibit promotions:

Company Name: _____ Contact: _____

Phone Number: _____



**March 4-6,
2011
Fair & Expo
Center
Henrietta, NY**

EXHIBITOR INFORMATION

- SHOW LOCATION:** Fair & Expo Center, 2695 Henrietta Rd., Henrietta, NY 14467
- SHOW FEE/ DEPOSIT:** Deposit of \$300. per booth must be returned to reserve booth space.
- BOOTH FEE:** FIRST 10' x 10' BOOTH - \$645.00 Each additional 10' x 10' booth \$545.00.
Corner booths additional \$50.
- PACKAGE INCLUDES:** Each booth is 10'W x 10'D and will consist of the following: 8' HIGH BACKDRAPE, 3' HIGH SIDERAILS, (1) 7" x 44" ID sign, (5) Exhibitor Badges and (5) Free admission passes per 10 x 10 space. Tables & chairs may be ordered from service contractor: Great Lakes Events. (see GLE Exhibitor Services form).
- UTILITIES:** All electric must be ordered from and paid to the Fair & Expo Center. The electrical order form is enclosed. **PLEASE RETURN THIS FORM DIRECTLY TO THE FAIR & EXPO CENTER.** All orders must be paid prior to the first day of show.
- INTERNET:** The Fair & Expo Center offers free wireless internet service.
- SHOW HOURS:** FRIDAY - 3/4/11: 3:00 PM – 9:00 PM
SATURDAY – 3/5/11: 9:00 AM – 7:00 PM
SUNDAY 3/6/11: 10 AM – 5:00 PM.
- LOAD IN/OUT:** SET UP: THURSDAY 3/3: 9:00 AM - 5:00 PM and FRIDAY 3/4: 9:00 AM – 12 PM.
Upon arriving please check in at show registration, near the main entrance. You will receive your booth assignment & exhibitor badges. All outstanding balances must be paid prior to set up. Only credit cards, cash or money orders accepted . Any exhibitor with an outstanding bill will not be allowed to set up.
SHOW OPENS FRIDAY AT 3:00 PM! No exhibitors will be permitted to set up prior to these dates without permission from show management.

TEAR DOWN: Show close - Sunday 3/6 from 5 PM – 11:00 PM.
Due to insurance liability no early teardown permitted.
- RETAIL SALES** All exhibitors must have a NY Sales Tax ID number along with a Federal tax ID number. To apply for a NYS retail tax information and form call 1-800-972-1233 and ask for a DTF 17, or write the NYS Tax Dept at: Campus Bld. 8, Albany NY 12227, or go to www.nystax.gov and follow the instructions.
- SHIPMENTS:** **Advance shipments** should be sent to Great Lakes Events (service contractor for show). All shipments must be sent PREPAID. Collect shipments NOT accepted. GLE will deliver your shipment directly to your booth. Drayage fee applies.

All advance shipments sent to Great Lakes Events must be sent PREPAID & LABELED AS FOLLOWS:

EXHIBITING COMPANY AND BOOTH #
Rochester Sportsman's Expo
C/O GREAT LAKES EVENTS
100 BICKFORD STREET
ROCHESTER, NY 14606
(585)458-2200



**March 4-6,
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EXHIBITOR SHOW GUIDE LISTING & BOOTH ID SIGN FORM

**Return by FEBRUARY 9, 2011 for inclusion in
2/25/11 addition of NY Outdoor News Magazine
-the official Show Guide**

Please complete the following information & return by 2/9/11. Completed forms can be mailed, e-mailed or faxed to:

**ROCHESTER SPORTSMAN'S EXPO
100 Bickford Street
Rochester, NY 14606
Phone: 800.997.4438
Fax: 585.458.1511
Email: shows@coralproductions.com**

EXHIBITING COMPANY:

SHOW GUIDE LISTING:

***If you want your company's listing in the Show Guide to appear differently than your company name, indicate above.**

I.D. SIGN

Each exhibitor will receive ONE (1) 7"x 44" identification sign. All I.D. signs will be made with black block lettering on white sign board (special font styles are not available). Signs can accommodate a MAXIMUM of TWO lines with up to 25 characters and/or spaces per line. Signs will be pre-printed and delivered to booth during move-in. (Please type or print clearly.)

LINE 1 (MAX. 25 Characters or Spaces):

LINE 2 (MAX. 25 Characters or Spaces):

(This is how your company's booth sign will appear, NOT your show guide listing.)



**March 4-6,
2011
Fair & Expo
Center
Henrietta, NY**

TO: **2011 Rochester Sportsman's Exhibitors**
 FROM: Patti Cartwright, Coral Productions / Show Management
 RE: **EXHIBITOR INFORMATION KIT 2011**

Welcome to the 2011 Rochester Sportsman's Expo. Enclosed you will find information regarding your participation in this event. It is critical that you review the enclosed information and forward the appropriate documents by the dates necessary. Enclosed you will find:

FORM	ACTION REQUIRED
Exhibitor Information	Retain for your records.
Show Floor Plan	Retain for your records.
Important Contacts	Retain for your use.
Exhibitor Show Guide Listing & Booth ID Sign Form	Return to Show Management by February 9, 2011.
Exhibitor Badges Form	Return to Show Management by February 18, 2011.
\$1 Off Admission Coupons & Complimentary Pass Request Form	Return to Show Management by February 18, 2011.
Exhibitor Feature Promo Opportunity	Contact Show Management ASAP.
Great Lakes Events (Service Contractor) Services Order Form	Return form (if needed) to GLE by February 25, 2011.
Fair & Expo Center Electrical Form to schedule: <ul style="list-style-type: none"> • Electrical service • Note: FREE Wireless Internet is available. 	If needed, return with full payment to the Fair & Expo Center by March 3, 2011 for the advance rate.
<u>DIRECTIONS</u> to Fair & Expo Center	Retain for your use.
Area Hotel Information	Contact directly if needed.
Rochester Marriott Reservations / Rates	Contact Marriott directly ASAP for group rate. Retain for your records.

Please call 585.254.2580 or email to shows@coralproductions.com if you have any questions regarding the enclosed information or the event in general. As always, please let us know what we can do to help make your participation in the Rochester Sportsman's Expo a successful one!



**March 4-6,
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HOTELS

CUT OFF DATES FOR THESE RATES MAY APPLY

EXTENDED STAY OF AMERICA
700 Commons Way
(585) 427-7580
Free local phone calls, kitchen,
Guest laundry facilities, dining table

\$69.99
*After 1/1/11 this price may drop

DOUBLE-TREE ROCHESTER
Formerly Holiday Inn Rochester South
1111 Jefferson Road
(585) 475-1510

MICROTEL INN-ROCHESTER
905 Lehigh Station Rd.
(585) 334-3400

\$45.00 – ask for “the Dome” rate for Exhibitors
*Rooms have one queen only
**includes breakfast, internet, local & long distance phone calls

RIT Inn & Conference Center
5257 West Henrietta Road
(585) 359-1800

\$129.00

THE COURTYARD BY MARRIOTT BRIGHTON (Across from MCC) **\$99.00** (see enclosed flyer for details)
3.2 miles from Fair & Expo Center
33 Corporate Woods
www.marriott.com/rocch

FAIRFIELD INN BY MARRIOTT HENRIETTA
(corner of W. Henrietta Rd. & Lehigh Station Rd.)
2.9 miles from Fair & Expo Center
4695 West Henrietta Rd.
www.marriott.com/rocfi

\$89.00 (see enclosed flyer for details)



COURTYARD[®]
Marriott

FAIRFIELD[®]
INN
Marriott

2011 SPORTSMAN'S EXPO

RECEIVE A SPECIAL SPORTSMAN'S EXPO RATE WITH MARRIOTT

\$89/night @ Fairfield Henrietta

free: WiFi, deluxe continental breakfast, on-site parking

\$99/night @ Courtyard Brighton

free: WiFi, on-site parking

Rate valid 3/3 through 3/6, based on availability and not available with any other offer. To book reservations, visit either of our hotel websites and enter the group codes below:

Fairfield Henrietta - marriott.com/ROCFI - Group Code: **SPMSPMB**

Courtyard Brighton - marriott.com/ROCCH - Group Code: **SPMSPMA**

For more information, please contact Renée Veniskey @ rveniskey@ejdcorp.com or call 866.237.5979 for reservations!