



Exhibitor Services Manual Table of Contents

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Chicago Hilton & Towers • December 5 - 6, 2006

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Show Information

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Official Service Contractor

GES Exposition Services
7050 Lindell Road
Las Vegas, NV 89118-4702

Phone (in USA): 800.475.2098
FAX (in USA): 866.329.1437
Contact us Online: www.ges.com/contact

International Calls: 702.515.5970
International Faxes: 702.263.1520

Show Information

Backwall Drape: Red/Black/Black/Red
Sidewall Drape: Red
Aisle Carpet Color: Red

**** All booths must be carpeted****

Booth Package

Booth Size: 10' x 10'
One-line ID Sign (7" x 44") Provided Automatically

Important Dates *Be sure to check all order forms for **additional** deadlines.*

Wed,	November 15	Discount Deadline for orders received with payment
Wed,	November 1	Advance Shipments may begin arriving at Warehouse
Wed,	November 29	Last day for Advance Shipments to arrive at Warehouse without surcharges
Mon,	December 4	Direct Shipments may begin arriving at Exhibit Site
Mon,	December 4	Installation 8:00 am - 4:30 pm
Tue,	December 5	Show Hours 9:30 am - 7:00 pm
Wed,	December 6	10:00 am - 4:00 pm
Wed,	December 6	Dismantle 4:00 pm - 8:00 pm
Wed,	December 6	Carriers must be checked in by 7:00 pm
Wed,	December 6	All exhibitor materials must be removed by 8:00 pm

Shipping Addresses

Advance Shipments to Warehouse

Name of Exhibiting Company
Search Engine Strategies
Booth Number
c/o GES Exposition Services
2350 South Wood Street
Chicago, IL 60608

Shipments should arrive on or before:
November 29, 2006

Direct Shipments to Exhibit Site

Name of Exhibiting Company
Search Engine Strategies
Booth Number
c/o GES Exposition Services
Chicago Hilton & Towers
720 S. Michigan Avenue
Chicago, IL 60605

Shipments will be accepted beginning:
December 4, 2006

GES Servicer®

GES is here to take care of your on-site needs. All contractors and production personnel will be available, along with any services you might desire such as Furniture, Cleaning, and Material Handling.

Mon,	December 4	8:00 am - 4:30 pm
Tue,	December 5	9:00 am - 6:30 pm
Wed,	December 6	10:00 am - 8:00 pm

060205



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As your tradeshow partner, our goal is to provide you with hassle-free service so you can get on with your show. Even if you use an Exhibitor Appointed Contractor (EAC), you should have a basic working knowledge of the Exhibitor Service Kit contents and information.

By following the information below, you will enjoy a smooth trade show experience.

Ordering Trade Show Services.

- Please include your complete customer information on each order form including address with zip code, phone and fax numbers, e-mail addresses, contact name, and, most importantly, booth number. If you have multiple booth locations, please complete separate order forms for each location (booth, meeting room, etc.).
- Please ensure that the credit card information is complete and correct: including the expiration date.
- When ordering carpet, draped tables or counters remember to select the colors you desire.
- Please make sure that the size of the carpet you order is appropriate for your booth space (e.g.: do not order a 10' x 20' carpet for a 10' x 10' booth).
- Keep the total square footage of your booth space in mind when you order your decorating items, don't order more than will comfortably fit in your booth and still allow you to do business.

Inbound - Move In.

- Confirm your furnishings orders with the GES National ServicerSM. You should receive a confirmation of your order within 3-5 days of placement.
- Confirm target dates with GES and communicate them to your carrier. Refer to the Special Handling brochure enclosed to ensure that you do not incur special handling charges. You may want to share this brochure with your carrier.
- Keep the phone number of your carrier with you, including weekend contact.
- Have your hotel information available, including phone number, address etc.
- After emptying crates, place empty labels on all sides of your crates and cases. Remember to remove old empty labels. Additionally, empty labels are sometimes color coded, so make sure you get the correct color and be sure your number is on each label.

Showsite.

Put together a trade show survival kit to include in your freight or carry with you, including:

- Small Tool Kit
- Staples, Scissors, Tape
- Pens & Markers for labels
- First Aid Kit
- Bottled Water

Outbound - Move out.

- Keep in mind, the return of empty containers can take from 2 to 12 hours (depending on the size of the show), so coordinate your outbound flight to accommodate this.



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We have included this page to help you better understand the role of the general services contractor, the services we offer and provide tips to maximize your cost savings.

What is a General Services Contractor?

GES® has been selected as the general contractor by the show organizer to design and produce your show. Because of the many areas that GES is involved in at the show, we are familiar with the key individuals managing your event. If at any time during the planning process you are unsure where to turn, just ask us – we're at your service.

Many exhibitors are not aware of the depth and breadth of products and services offered by GES. Because we have insight into and control of the entire show process, we can generally save you time and money by assisting in your pre-show planning.

GES Show Services.

Booth Furniture & Accessories

The booth furniture & accessories brochure showcases a wide variety of both standard and specialty furniture. All items rented from GES will automatically be delivered to your booth and picked up at the close of the show, with no material handling charges incurred by you.

Booth Carpet

GES offers a wide variety of carpet selections. The booth carpet brochure covers carpet choices from standard to custom color, size, and grade, padding and booth cleaning. All carpet packages are available with no hidden costs or handling charges.

Custom Exhibits

Let GES design and build an extraordinary custom exhibit that will deliver your marketing message. For information, please call 866.553.5589 or visit our design gallery at www.ges.com.

Rental Exhibits

Our hassle-free rental program gives you a customized look without the long-term commitment of purchasing an exhibit. For more information, please call 800.475.2098 or visit our design gallery at www.ges.com.

GES Installation & Dismantle Services

If you already own an exhibit, or plan to purchase one, you will need to arrange for installation and dismantling of your booth. As the general service contractor on this show, GES provides you with the best labor and on-site personnel from move-in through move-out.

Graphics

Give visitors to your exhibit a great first impression by displaying captivating graphics and signs.

GES Logistics

GES Logistics offers one stop shopping, 24/7 toll free tracking and simplified rates. As your general contractor, your booth is in our control throughout the entire process. Call 888.454.4437 to have your "shipping made easy".

GES Lighting & Rigging

A great way to maximize your visibility on the show floor is by creating mood and movement in your booth through lighting.

How Can I Order my Show Services?

1. GES Online

GES Online makes ordering GES products and services fast, simple and secure by following these simple instructions:

- Step 1: Go to www.ges.com and log on to GES Online using your user id and password.
- Step 2: Once logged in, select your show or sign up for the show you are ordering services for
- Step 3: Select the product or service you are interested in from the catalog
- Step 4: Once you are satisfied with your choices, simply check out to process the order

Additionally, GES Online allows you to review show-specific product literature, download third party vendor forms, access show and order information 24/7 and review order history on previous GES show. For Online ordering help call 888.437.3976.

2. GES National ServicerSM

The GES National Servicer provides consistency and continuity of customer service for all GES exhibitors at all GES shows, offering the following services:

- Single point of contact for all GES shows
- Coast to coast time zone coverage
- Personalized exhibitor service for all pre-and post-show orders

Contact us by going to: www.ges.com/contact

3. GES Servicer[®]

Once you are at the show, the GES Servicer is on site to place any last minute orders and provide show information.

Exhibitor Services.

Our Exhibitor Services organization is the service team responsible for answering exhibitor questions, processing your orders and handling any special requests. They are the conduits between production, operations and your exhibiting needs. Regardless of your request, you can contact them for advice and information about the show – if they don't know the answer, they will find it!

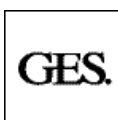
ATTENTION: PETROLEUM SURCHARGE INFORMATION

In order to offset the effects of increasing fuel costs being felt by every citizen and industry in North America, GES® Exposition Services has enacted a Petroleum Surcharge Program.

The Petroleum Surcharge will result in a 2% increase on all services published in the exhibitor service manual with the exception of GES® Logistics, which already has a fuel surcharge built into the rates. These charges will be shown as a separate line item on your GES invoice.

Increased petroleum costs have impacted every facet of our business, from the cost of carpeting (which is essentially processed petroleum), to plastics, visqueens, propane fuel and diesel fuel.

GES thanks you for your continued support and patience during this critical time.



everything **exposition**

Exposition Services Exhibits & Design Graphics Logistics
Electrical Installing & Dismantling Technology Event Services

888.454.4437 www.ges.com



Payment & Credit Card Charge Authorization

RETURN TO: GES Exposition Services • 7050 Lindell Road, Las Vegas, NV 89118-4702 • Phone: 800.475.2098 • FAX: 866.329.1437
International Exhibitors Only: Phone: 702.515.5970 • FAX: 702.263.1520 Contact us Online: www.ges.com/contact

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DEADLINE DATE:
November 15, 2006

COMPANY NAME	EMAIL ADDRESS			BOOTH NUMBER
STREET ADDRESS	CITY	STATE	ZIP	COUNTRY
PHONE	FAX			PURCHASE ORDER NUMBER
SHOWSITE CONTACT	SHOWSITE CONTACT EMERGENCY #			CONTACT'S HOTEL (OPTIONAL)

Payment Policy

Payment for Services — GES requires payment in full at the time services are ordered. Further, GES requires that you provide a credit card authorization with your initial order. For your convenience, we will use this authorization to charge your account for services, which may include labor, material handling, or any applicable fuel or energy surcharge.

Discount Prices — To qualify for discount pricing, orders must be received with payment on or before the discount price deadline(s).

Method of Payment — GES Exposition Services accepts MasterCard, Visa, Discover, Diners Club, American Express, check and bank wire transfer. Purchase orders are not considered payment. All payments must be made in U.S. funds drawn on a U.S. Bank. Exhibitors will be charged a \$25.00 fee for returned NSF checks.

Third Party Billing — Each exhibiting firm is ultimately responsible for all charges incurred on its behalf. GES Exposition Services reserves the right to institute collection action against the exhibitor if the authorized third party does not pay. See *Third Party Billing Request* form.

Tax Exempt — If you are tax exempt in the state in which you will be exhibiting, you must provide a Sales Tax Exemption Certificate for that state. Please send the above information to the GES office for this show. Taxes vary by location and will be added to your invoice, if you do not submit your tax exempt certificate prior to the deadline.

Adjustments and Cancellations — No adjustments to invoices will be made after the close of the show. Please refer to the individual forms for labor, etc. for cancellation fees. All orders cancelled by the Exhibitor or due to the cancellation of an event or their non-participation may be subject to cancellation fees equal to 50% - 100% of the total order, based upon the status of move-in, work performed and/or GES set-up costs or expenses. A minimum non-refundable deposit of \$25.00 will be applied towards the invoice, unless there is a cancellation of your order. Additionally, GES retains the right to implement/assess a fuel or energy surcharge on all services as necessary based upon market conditions.

*If you wish to purchase coverage for excess declared value, please see Material Handling Form (R-2).

Bank wire transfer payment information:

Beneficiary: GES Exposition Services	Account #: 7188-1-01819
c/o Bank of America	ABA Routing #: 0260-0959-3
1655 Grant Street	SWIFT Address: BOFAUS3N
Concord, CA 94520 USA	CHIPS Address: 0959
Telephone # 800.227.3337	

If requested, following is the physical address for routing identifiers:
100 West 33rd Street, New York, NY 10001 USA

To properly credit your account, send the following information to the GES address listed on the order forms:

- exhibiting company name, show name, show facility, and booth number
- date and amount of wire transfer
- bank and country where transfer originated

If you have any questions regarding our payment policy, please call GES National ServicenterSM at 800.475.2098 or visit the GES Servicenter[®] at the show.

Please complete the information and return payment in full with this form and your orders. You may choose to pay by credit card, check, or bank wire transfer, however, **we require your credit card charge authorization to be on file with GES.**

You agree to late fees up to 1.5% per month on any balance not paid at the conclusion of the event, or balance left without appropriate credit card on file.

For your convenience, we will use this authorization to charge your credit card for any additional amounts ordered by your representative or services rendered to your company for this event.

GES requires the highest standards of integrity from all employees. Please call our confidential Always Honest hotline at 866.225.8230 to report fraudulent or unethical behavior.

I agree in placing this order that I have accepted GES Payment Policy and GES Terms & Conditions of Contract.

PLEASE SIGN

X
AUTHORIZED SIGNATURE

AUTHORIZED NAME - PLEASE PRINT DATE

Credit Card Charge Authorization (All Information Must Be Provided)

PROVIDE EXPIRATION DATE

EXPIRATION DATE
____/____/____

- MasterCard
 VISA
 Diners Club
 Discover
 American Express
- Corporate
 Personal

Account Number

____ - ____ - ____ - ____

CARDHOLDER'S NAME	PLEASE PRINT
CARDHOLDER'S BILLING ADDRESS	CITY
STATE	ZIP COUNTRY

PLEASE SIGN

X
CARDHOLDER'S SIGNATURE

DATE

Calculation of Orders

	TOTAL
Exhibit System Rental	\$
Furniture & Accessories	\$
Carpet	\$
Hanging Sign & Truss	\$
Cleaning	\$
Labor	\$
Material Handling	\$
GES Electrical	\$
Other GES Services (Specify)	\$
1. Total of All Above Items	\$
3. FULL PAYMENT in U.S. funds drawn on a U.S. Bank GES Exposition Services, Inc. Federal ID #59-1008863 GES is exempt from backup withholding tax.	\$

To simplify payment, send a check payable to GES Exposition, Inc. for your entire order or note the amount to be charged to your credit card.

Charge my credit card in the amount of: \$

Enclosed is a check in the amount of: \$

Check No. [] Dated []

050806



3rd Party Billing Request

RETURN TO: GES Exposition Services • 7050 Lindell Road, Las Vegas, NV 89118-4702 • Phone: 800.475.2098 • FAX: 866.329.1437
International Exhibitors Only: Phone: 702.515.5970 • FAX: 702.263.1520 Contact us Online: www.ges.com/contact

All orders are governed by the GES Payment Policy and GES Terms & Conditions of Contract as specified in this Exhibitor Kit.

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DEADLINE DATE:
November 15, 2006

COMPANY NAME	EMAIL ADDRESS	BOOTH NUMBER
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You may arrange for a third party to handle your display and be billed for services. GES will agree to this arrangement if the third party has a satisfactory payment record with us. **Both Firms** must complete this form, including **Third Party Credit Card Charge Authorization below**. Return form by the deadline date. **GES reserves the right to deny any Third Party Billing Request that is not complete or received by the deadline date.**

It is understood and agreed that the exhibiting firm is ultimately responsible for payment of charges. If your named third party does not pay the invoice before the last day of the show, charges will revert to you, the exhibiting firm. All invoices are due and payable upon receipt. GES Terms & Conditions of Contract apply to both the Exhibiting Firm and Third Party Representative.

Exhibiting Firm

EXHIBITING FIRM
STREET ADDRESS
CITY STATE ZIP
PHONE FAX

The items checked below are to be invoiced to the Exhibiting Firm:

- All Services
- I & D Labor
- Signs
- Transportation Charges
- Other (Please Specify) _____
- Booth Cleaning
- Rental Furniture
- Material Handling In & Out

Third Party

THIRD PARTY
ADDRESS
CITY STATE ZIP
PHONE FAX

The items checked below are to be invoiced to the Third Party:

- All Services
- I & D Labor
- Signs
- Transportation Charges
- Other (Please Specify) _____
- Booth Cleaning
- Rental Furniture
- Material Handling In & Out

I agree in placing this order that I have accepted GES Payment Policy and GES Terms & Conditions of Contract.

PLEASE SIGN **X** _____
AUTHORIZED SIGNATURE

AUTHORIZED NAME - PLEASE PRINT

DATE

I agree in placing this order that I have accepted GES Payment Policy and GES Terms & Conditions of Contract.

PLEASE SIGN **X** _____
AUTHORIZED SIGNATURE

AUTHORIZED NAME - PLEASE PRINT

DATE

Exhibiting Firm Credit Card Charge Authorization (All Information Must Be Provided)

PROVIDE EXPIRATION DATE **EXPIRATION DATE** _____

MasterCard
 VISA
 Diners Club
 Discover
 American Express

Corporate
 Personal

Account Number _____ - _____ - _____ - _____

CARDHOLDER'S NAME PLEASE PRINT _____

CARDHOLDER'S BILLING ADDRESS CITY _____

STATE ZIP COUNTRY _____

PLEASE SIGN **X** _____
CARDHOLDER'S SIGNATURE

DATE

Third Party Credit Card Charge Authorization (All Information Must Be Provided)

PROVIDE EXPIRATION DATE **EXPIRATION DATE** _____

MasterCard
 VISA
 Diners Club
 Discover
 American Express

Corporate
 Personal

Account Number _____ - _____ - _____ - _____

CARDHOLDER'S NAME PLEASE PRINT _____

CARDHOLDER'S BILLING ADDRESS CITY _____

STATE ZIP COUNTRY _____

PLEASE SIGN **X** _____
CARDHOLDER'S SIGNATURE

DATE



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Safety is very important for everyone working in the exhibit hall - especially you!

GES Exposition Services is committed to safety throughout our company and in the work that we do. We request that you make safety a part of your activities during the show. If you see something unsafe or that presents a hazard, please bring it to the attention of a GES Exposition Services supervisor. By reporting unsafe or hazardous conditions, you will help make the show safer and more enjoyable for yourself and your fellow exhibitors.

Below you will find a list of Loss Prevention Guidelines that we request you follow while at showsite. These Guidelines will enhance the overall safety of the show and help to prevent injuries to you, our employees and other exhibitors. Enjoy the show and do it safely. Thank you for your cooperation!

Exhibitor loss prevention guidelines at showsite

- Exhibitors should treat the show areas during move-in and move-out as they would a construction site, when work is ongoing. Wearing of appropriate attire includes footwear with hard soles and protects against potential injuries from site debris, and limits potential for slip and falls. Heels, flip flops and open toed shoes are inappropriate and violate safety standards.
- Smoking is prohibited except in designated areas. Please be sure all cigarettes are fully extinguished.
- Standing on chairs, tables and other furniture is PROHIBITED. The furniture is not designed to support your standing weight. Please use a ladder or ask GES personnel for assistance.
- Forklifts and carts are to be used by authorized GES personnel only. Please do not operate this equipment. Ask for help.
- Be aware of the forklifts moving throughout the aisles and docks. Please stay clear of them, especially when they are carrying a crate or load.
- Never run in the exhibit hall. Please walk. Watch your step in the aisles and stay away from the loading docks.
- Electrical wires and cords can be hazardous if frayed or stretched over a walkway. Please check all cords for damage. Notify a GES supervisor if you need assistance repairing or removing a damaged cord. Do not overload outlets or plugs.
- Please keep fire exits clear. Report any fires immediately or pull the nearest fire alarm.
- If you spill something, or notice a spill, clean it up or report it immediately. Please do not walk away from a spill.
- Use good housekeeping. Dispose of waste properly and keep materials stacked securely.
- Keep aisles free and clear of any and all debris.
- Protect your valuables while on the show floor. Please keep all expensive or valuable items secured. Unattended items in booths are easy theft targets.
- Notify a GES representative of any safety issues or concerns.



Show Site Work Rules

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Union Information

To assist you in planning your participation in your McCormick Place/Navy Pier show, we are certain you will appreciate knowing in advance that union labor will be required for certain aspects of your exhibit handling.

There are six major unions which have jurisdiction over trade shows. The following guidelines will help you in preparing your exhibit to conform to union jurisdiction. Adherence to these guidelines can save you a substantial amount of money.

Teamsters

Handle all material in and out of the hall. Exhibitors are permitted to carry small packages into the hall without the use of wheeled carts and /or dollies.

Riggers

Uncrating, unskidding, positioning and leveling of all machinery and reskidding of all machinery.

Carpenters

Uncrating of exhibits and display materials, installation and dismantle of exhibits including cabinets, fixtures, shelving units, furniture, etc. laying of floor tile, carpet, recreating of exhibits and closing of machinery crates. Installation and dismantling of scaffolding, bleachers and binding of chairs.

Decorators

Hanging all non-electrical signs, drape and cloth installation and tacked fabric panels.

Electricians

Responsible for assembly, installation and dismantle of anything that uses electricity as a source of power. This includes electrical wiring, hook-ups, interconnections, etc.

Plumbers

Handle all plumbing work such as compressed air, water, drain or natural gas.

Helpful Hints

Exhibitors may perform the following functions as long as they are a full-time employee of the exhibiting company:

- Hand carry small items and pop-up displays. No hand trucks or carts are permitted.
- Install and dismantle displays within a 100 sq. ft. or less booth space if one person can accomplish the task in 1/2 hour or less without the use of tools.
- Install graphics and small signs, and logos and graphics that are attached with pre-cut velcro strips.
- Make technical, electrical connections and interwire equipment for computers providing the cables do not exceed 10' in length.
- Perform simple electrical requirements, such as installing light bulbs.

If you encounter any difficulty with any laborer or if you are not satisfied with the work performed, please bring this to the attention of GES Exposition Services. Please refrain from voicing complaints directly to labor.

Gratuities

Our work rules prohibit the SOLICITATION OR ACCEPTANCE of tips in cash, product or gifts in kind by any employee (union or non-union). Our employees are paid appropriate wages denoting professional status, therefore tipping of any kind is not allowed.

Always Honest Hotline

GES requires the highest standards of integrity from all employees. Please call our confidential Always Honest hotline at 866.225.8230 to report fraudulent or unethical behavior.

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GES TERMS AND CONDITIONS ARE SUBJECT TO
CHANGE AT GES' SOLE DISCRETION WITHOUT NOTICE
TO ANY PARTIES**I. Definitions:**

GES: GES Exposition Services, Inc., d/b/a GES and/or GES Logistics, and/or Trade Show Electrical (a/k/a TSE), and/or Trade Show Rigging (a/k/a TSR) and their employees;

Agents: GES' agents, sub-contractors, carriers, and the agents of each.

Customer: Exhibitor or other party requesting Services from GES.

Carrier: Motor carrier, van line, air carrier, or air or surface carrier/ freight forwarder.

Shipper: Party who tenders Goods to Carrier for transportation.

Goods: Exhibits, property, and commodities of any type for which GES is requested to perform Services.

Cold Storage: Holding of Goods in a climate controlled area.

Accessible Storage: Holding of Goods in an area from which Goods may be removed during shows.

Services: Warehousing, transportation, drayage, un-supervised labor, supervised labor and/or related services.

Show Site: The venue or place where an exposition or event takes place.

Supervised Labor: Union labor that is provided to a Customer to install or dismantle a booth or exhibit space, and is supervised and/or directed by GES.

Un-Supervised Labor: Union labor that is provided to a Customer to install or dismantle a booth or exhibit space and per Customer's election is not supervised and/or directed by GES. Customer assumes the responsibility for the work of union labor when Customer elects to use unsupervised labor.

II. Scope:

These Terms and Conditions shall be binding upon Customer, GES, and their respective Agents and representatives, including but not limited to Customer contracted labor such as Customer Appointed Contractors and Installation and Dismantle Companies, and any other party with an interest in the Goods. Each shall have the benefit of and be bound by all provisions stated herein, including but not limited to time limits and limitations of liability.

By acceptance of services of GES or Agents, Customer and any other party with an interest in the Goods agree to these Terms and Conditions.

III. Customer Obligations

Payment for services. Customer shall be liable for all unpaid charges for services performed by GES or Agents. Customer authorizes GES to charge its' credit card directly for services rendered on its' behalf after departure, by placing an order on-line, via fax, phone or through a work order on site.

Credit Terms. All charges are due before Services are performed unless other arrangements have been made in advance. GES has the right to require prepayment or guarantee of the charges at the time of request for Services. A failure to pay timely will result in Customer having to pay in cash in advance for future services. If a credit card is provided to GES, GES is authorized to bill to such credit card any unpaid charges for services provided to Customer, including charges for return shipping. Any charges not paid within 30 days of delivery will be subject to interest at 1 1/2% per month until paid.

IV. Mutual Obligations**Indemnification:**

Customer to GES: Except to the extent of GES's own negligence and/or willful misconduct, Customer shall defend, hold harmless and indemnify GES from and against any claims, lawsuits, demands, liability, costs and expenses, including reasonable attorney's fees and court costs, resulting from any injury to or death of persons, or damage to property, relating to or arising from performance under this Agreement.

Customer agrees to indemnify and hold GES harmless for any and all acts of its representatives and agents, including but not limited to Customer Appointed Contractors and Installation and Dismantle Companies, any subcontractor or other user of its' space or any agents or employees engaged in business on its' behalf of Customer or present at Customers' invitation.

GES to Customer: To the extent of GES' own negligence and/or willful misconduct, and subject to the limitations of liability below, GES shall defend, hold harmless and indemnify Customer from and against any claims, lawsuits, demands, liability, costs and expenses, including reasonable attorney's fees and court costs, resulting from any injury to or death of persons, or damage to property other than Goods. GES assumes no liability for bodily injury resulting from Customer's presence in areas which have been marked as "off limits to exhibitors" and during hours and days when exhibitors are present in the facility, prior to the start of and after the conclusion of their space lease with show management.

V. No liability for consequential damages. UNDER NO CIRCUMSTANCES WILL ANY PARTY BE LIABLE FOR SPECIAL, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES, INCLUDING BUT NOT LIMITED TO LOSS OF PROFITS OR INCOME.

VI. GES Liability for Loss or Damage to Goods

Negligence standard: GES shall be liable, subject to the limitations contained herein, for loss or damage to Goods only if such loss or damage is caused by the direct negligence or willful misconduct of GES.

Condition of Goods: GES shall not be liable for damage, loss, or delay to uncrated freight, freight improperly packed, glass breakage or concealed damage. GES shall not be liable for ordinary wear and tear in handling of Goods or for damage to shrink wrapped Goods. All Goods should be able to withstand handling by heavy equipment, including but not limited to forklifts, cranes, or dollies. It is the Customers' responsibility to ensure that Goods are packaged correctly prior to shipment or movement on or off the Show floor.

Receipt of Goods: GES shall not be liable for Goods received without receipts, freight bills, or specified unit counts on receipts or freight bills. Such Goods shall be delivered to booth without the guarantee of piece count or condition.

Force Majeure: GES shall not be liable for loss or damage that results from Acts of God, weather conditions, act or default of Customer, shipper, or the owner of the Goods, inherent nature of the Goods, public enemy, public authority, labor disputes, and acts of terrorism or war.

Cold Storage: Goods requiring cold storage are stored at Customer's own risk. GES assumes no liability or responsibility for Cold Storage.

Accessible Storage: GES assumes no liability for loss or damage to Goods while in Accessible Storage. Storage charges are for the use of space and are not a form of insurance, or a guarantee of security.

Unattended Goods: GES assumes no liability for loss or damage to unattended Goods received at Show Site at any time from the point of receipt of inbound Goods until the loading of the outbound Goods, including the entire term of the respective show or exhibition. Customer is responsible for insuring its' own Goods for any and all risk of loss.

Labor: GES assumes no liability for loss, damage, or bodily injury arising out of Customer's supervision of GES provided union labor. If GES supervises labor for a fee, GES shall be liable only for actions or claims arising out of its' negligent supervision. If Customer elects to use unsupervised labor, then Customer assumes all liability for the actions or claims that arise out of such work, and shall provide GES and show management with an indemnity, including defense costs, for any

claims that result from Customers' supervision or failure to supervise assigned labor.

Empty Storage: GES assumes no liability for loss or damage to Goods or crates, or the contents therein, while containers are in storage. It is Customer's sole responsibility to affix the appropriate labels available at the GES Service Desk for empty container storage. Damage that is the direct result of GES' negligence shall be subject to the limitations of liability set forth in this document.

Forced Freight: GES shall not be liable for Goods not picked up by Customer's chosen carrier by the show deadline. It is Customer's responsibility to complete accurate paperwork for shipping and insure its' Goods are appropriately labeled. Customer acknowledges that it is a lessee of space, and as such has an obligation to remove its' Goods on or before the targeted time. If Goods remain on the floor after this point, GES has the right to remove them in order to restore the premises to its' original condition for show management pursuant to the venue's lease with show management. In such cases GES is authorized to proceed in the manner chosen by Customer on the Order for Material Handling Services/ Straight Bill of Lading. Failure to select one of the provided options will result in re-routing at GES' discretion, and at Customer's expense assuming the Goods are labeled for return. GES retains the right to dispose of Goods left on the show floor without liability if left unattended, left without labels or not correctly labeled.

Concealed Damage: GES shall not be liable for concealed loss or damage, uncrated Goods, or improperly packaged or labeled Goods.

Unattended Booth: GES shall not be liable for any loss or damage occurring while Goods are unattended in Customers booth at any time, including, but not limited to, the time the Goods are delivered to the dock until the time the Goods are received by Customers' chosen carrier. All Material Handling Forms and/or Straight Bills of Lading covering outgoing Goods submitted to GES will be checked at the time of pickup from the booth and corrections to the count or condition will be documented where discrepancies exist.

Measure of damage: GES' liability shall be limited to the lesser of 1) the depreciated value of Goods, 2) repair cost, or 3) the limitation of liability. The limitation of liability shall be \$50 (fifty cents) per pound per piece, \$100.00 (one hundred dollars) per package or \$1,500.00 (one thousand five hundred dollars) per occurrence.

Excess Declared Value: If Customer wishes a higher limitation of liability than stated above, for loss or damage to property that occurs during the show, the Customer may do so by declaring a value in the space provided on the GES services order form(s) and also on the **Material Handling Order Form and paying by the appropriate additional charge in advance of the commencement of services by GES.** Maximum liability for damages resulting from GES' negligence shall then be increased to the amount of declared, but in no case shall it exceed the depreciated value of the Goods or repair costs, whichever is less. In case of partial loss or damage, the maximum liability shall be prorated based on weight. Excess Declared Value is not for: plasma screens, or other fragile electronic equipment, original art, and prototypes. The Declared Value may never exceed \$100,000, for the purpose of this provision and GES' liability in all circumstances shall be limited to the amount of this cap.

No Insurance: GES is not an insurance company and does not offer or provide insurance. It is the obligation of Customer to ensure Goods are insured at all times. Loss or theft of the Goods in storage or in transit to and from the show and or while on the show floor is the sole responsibility of Customer, unless it is shown that GES performed in a manner that constitutes gross negligence in the performance of its services for Customer.

Notice of loss or damage: In order to have a valid claim notice of loss or damage to Goods must be given to GES or its agent within 24 hours of occurrence or delivery of Goods, whichever is later.

Filing of claim: Any claim for loss or damage to Goods must be in writing, containing facts sufficient to identify the Goods, asserting liability for alleged loss or damage, and making claim for the payment of a specified or determinable amount of money. Such claim must be filed with the appropriate party within the time limits specified below.

Damage Reports, incident reports, inspection reports, notations of shortage or damage on freight bills or other documents, do not constitute filing of a claim.

Claims for Goods alleged to be lost, stolen or damaged at the Show Site must be received in writing by GES within sixty (60) days after the close of the show.

Claims for Goods alleged to be lost or damaged during transit must be received by the responsible party within nine (9) months of date of delivery of Goods. GES Logistics subcontracts the movement of Goods to third party carriers. Claims for damage in transit should be made directly with the Customer's carrier as shown on the Material Handling form/ Bill of Lading. In the event of a dispute with GES, Customer will not withhold payment or any amount due GES for Services as an offset against the amount of the alleged loss or damage. Customer agrees to pay GES prior to the close of the show for all such charges and further agrees that any claim Customer may have against GES shall be pursued independently by Customer as a separate action to be resolved on its own merits. GES retains the right to pursue collection on amounts owed after show close, without regard to any amount alleged to be owed for damage, or loss.

Filing of suit: Any action at law regarding loss or damage to Goods must be filed within two years of the date of declaration of any part of a claim.

VII. Jurisdiction, Choice of forum. This Agreement shall be governed by and construed in accordance with the applicable laws of the United States or, alternatively, and depending on jurisdiction, the laws of the State of Nevada. The parties hereby submit to jurisdiction and venue in the United States Federal District Court of Nevada, or as applicable depending upon jurisdiction, the County Circuit Court in Clark County, Nevada.

VIII. Advanced Warehousing/Temporary Storage/Long Term Storage.

All terms and conditions relative to Advanced Warehousing/Temporary Storage/Long Terms Storage are contained in the separate agreement, entitled "Storage Agreement". In the event that a Storage Agreement is not executed between the parties, the following shall apply with respect to GES' liability for Customer's Goods:

The responsibility of GES with respect to Exhibit Material is limited to the exercise of ordinary care and diligence in handling and storing of Customer's Goods. GES shall be liable only for loss or damage to Goods caused by GES' sole negligence. GES' liability is limited to sixty cents per pound (\$.60) of the actual cash value per article. In case of partial loss or damage, the maximum liability shall be prorated based on weight. GES is not responsible for any loss or damage to Goods caused by, but not limited to fire, theft, the elements, vandalism, moisture, vermin, mechanical breakdown or failure, freezing or changes in temperature, as well as any other causes beyond GES' immediate control. GES is not responsible for the marring, scratching or breakage of glass or other fragile items. GES is not liable for the mechanical functions of instruments or appliances even if such articles are packed or unpacked by GES. In no event shall GES be liable for special, incidental, indirect or consequential damages, including business loss of any kind, resulting from any damage to or loss of the Goods or from any act or failure to act. Customer pays storage fees, if any or costs for advance warehousing for use of the space only. There is no guarantee of security or representations made by GES as to appropriateness of the conditions for Exhibitors' Material. The risk of loss remains the Customers alone and GES recommends the Customer carry and maintain insurance in amounts sufficient to cover its' risk.

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Material Handling is the unloading of your exhibit materials, delivery to your booth, handling of empty containers to and from storage, and removal of your materials from your booth for reloading onto your outbound carrier. This is not to be confused with the cost to transport your exhibit material to and from the event.

Benefits of Advance Shipping to the GES Warehouse

- Storage of materials for up to 30 days prior to your show.
- Delivery of Shipments to your booth by 8:00 a.m. on your first day of move-in (schedule permitting).
- Some convention centers and hotels do not have facilities for receiving or storing freight.
- Saves valuable set-up time.

How to ship in Advance to the GES Warehouse

- Remove all old shipping and empty storage labels.
- Fill out and attach enclosed Advance Shipping labels.
- Complete the enclosed Material Handling Order Form.
- Remember to confirm receipt of your shipment prior to leaving for the show.
- All shipments must have a bill of lading or delivery slip showing the number of pieces, weight, and type of merchandise.
- Certified weight tickets must accompany all shipments.
- Take the time to ensure that your display and products are packed neatly and securely.
- Do not ship uncrated materials to warehouse.

How to Ship to Exhibit Site

- Consign all shipments c/o GES Exposition Services.
- Remove all old shipping and empty storage labels.
- Fill out and attach enclosed Direct Shipping labels.
- Complete the enclosed Material Handling Information Sheet.
- All shipments must have a bill of lading or delivery slip showing the number of pieces, weight, and type of merchandise.
- Certified weight tickets must accompany all shipments.
- Take the time to ensure that your display and products are packed neatly and securely.
- If you are shipping your carpet and/or lighting trusses, make sure it is loaded last so it can be unloaded first.

Freight Carriers

Select a carrier with experience in handling exhibition materials. Make sure to give your carrier explicit information as to where and when to check in. Delivery and pick up times are often out of the range of "normal" delivery hours, make sure your carrier is committed to meeting your target dates and times. While making shipping plans to the Show, also plan for the return shipment.

Tracking Shipments

Confirm your delivery date and time with your carrier, and have all pertinent shipping information in the hands of your representative at show site. You may also want to review the return of your goods at the end of the show.

Estimating Material Handling Charges

Handling charges are based on the weight of the freight. Shipments are billed by the hundred weight and rounded up to the nearest hundred. Minimum per Shipment may apply, see enclosed Material Handling Order Form for details. Please prepay all shipping charges - GES cannot accept or be responsible for collect shipments. Crated and uncrated shipments must be separated and clearly identified on separate bills of lading with separate weight tickets - otherwise GES will invoice the entire load at the Uncrated rate.

- **Crated** – Material that is skidded, or is in any type of shipping container that can be unloaded at the dock with no additional handling required.
- **Uncrated** – Material that is shipped loose or pad-wrapped, and/or unskidded machinery without proper lifting bars or hooks.

- **Special Handling** - Defined as shipments that are loaded by cubic space and/or packed in such a manner as to require special handling, such as ground loading, side door loading, constricted space loading and designated piece loading or stacked shipments. Also included are mixed shipments and shipments without proper delivery receipts.
- **Overtime Surcharges** - Shows that move-in or move-out on weekends or late in the day may be subject to overtime surcharges. See enclosed Material Handling Order Form for details.
- **Late Surcharges** – A surcharge will apply if advance freight is received after the published deadline date for shipments to arrive at the warehouse. See enclosed Material Handling Order Form for details.

Storing Empty Containers

Properly labeled empty shipping cartons will be picked up, stored, and returned after the show. Labels are available at the **GES Servicenter** or from your GES Service Executive and are for empty storage only. Depending on the size of the show, it can take from two to twelve hours to return empty crates. Do not store any items in crates marked "empty."

Outgoing Shipments

An OMHF (Outbound Material Handling Form / Bill of Lading) must accompany all outgoing shipments. Shipping information, outbound forms and labels will be available at the **GES Servicenter**. Exhibitors selecting non-official carriers will need to make their own arrangements for pickup. Make sure that someone from your company will be on-site to oversee the outbound shipment of your display and product.

Machinery Labor and Equipment

Labor and equipment for uncrating, unskidding, positioning, leveling, dismantling, recrating, and reskidding machinery and/or equipment must be ordered separately. Place your order for this labor using the In-Booth Forklift & Labor Order Form. If your material requires specialized rigging equipment, please notify us promptly so that we can make arrangements. When possible, supply your own rigging equipment with shipments and pre-rig your material.

Insurance

All of your goods should be insured by your own insurance policy. Although we do our best to handle your goods as our own, there are many variables in shipping and handling that can affect your exhibit and products. GES has published GES Terms & Conditions of Contract that are in your exhibitor service manual. Please read them carefully. It is recommended that your goods be insured.

GES Limits of Liability & Excess Declared Value

- **Liability** – GES is liable for loss or damage to your goods only if the loss or damage was caused by GES negligence.
- **Measure of Damage** – If GES was negligent and the negligence caused either loss or damage to your goods, then the measure of that damage will be determined by the following:
 - a. Measure of damages in all situations (including b. & c. below) will be limited by the **Depreciated Value** of the goods or repair costs, whichever is less.
 - b. The lesser of **\$0.50** per pound per package, **\$100** per package, or **\$1500** per occurrence.
 - c. Damages will be limited to a declared value, if you fill in a **Declared Value Amount**, check the box requesting **Excess Declared Value**, and pay the appropriate charges for **Excess Declared Value**. (Maximum allowed declared value \$100,000)
- **Cost** – Excess declared value available from GES for \$1.00 per \$100 of excess valuation. (\$50.00 minimum charge per request)
- **Not Insurance** – Excess declared value is not insurance. GES does not offer or sell insurance. GES is not liable and will not owe for loss or damage to your goods if the damage or loss was not caused by GES negligence.



Special
Handling

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Handling
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GET GES[®] TRANSPORTATION PLUS **SAVE 10%** ON MATERIAL HANDLING

GES[®] Logistics turns an exhibiting necessity into an added show value with GES[®] Transportation Plus. You count on reliable service and great rates when you ship with GES. Now with our GES[®] Transportation Plus service, you save money on material handling when you order round-trip shipping. Another reason it pays to use GES.

- **Online Tracking**

Shipment information is seconds away on the GES website. Track and trace your shipment any time of the day or night. Just one more example of GES' continued commitment to our customers.

- **Your Shipping Partner**

GES[®] Logistics gives you reliable service and great rates on air and ground shipping. You can also save 10% on round-trip shipping with GES[®] Roundtrip Plus. Count on GES as your shipping partner.

- **Smooth Integration**

Our integrated services mean less hassle. From shipping and material handling to installing and dismantling, we make sure you have a smooth show experience.

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Exposition Services Exhibits & Design Graphics Logistics
Electrical Installing & Dismantling Technology Event Services

888.454.4437 www.ges.com



Transportation Plus & Material Handling Form

R-2C

RETURN TO: GES Exposition Services • 7050 Lindell Road, Las Vegas, NV 89118-4702 • Phone: 800.475.2098 • FAX: 866.329.1437
International Exhibitors Only: Phone: 702.515.5970 • FAX: 702.263.1520 Contact us Online: www.ges.com/contact

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Chicago Hilton & Towers • December 5 - 6, 2006

DEADLINE DATE:

November 15, 2006

COMPANY NAME EMAIL ADDRESS BOOTH NUMBER

CERTIFIED WEIGHT TICKETS ARE REQUIRED FOR ALL SHIPMENTS. Drivers with inbound shipments must check in at the GES warehouse or exhibit site by 2:00pm to be guaranteed same day unloading. Warehouse receiving hours are Monday - Friday, 8:00am - 2:30pm; Closed 11:30am - 12:30pm, Saturday, Sunday & Holidays.

ADVANCE SHIPMENTS TO GES WAREHOUSE (200 POUND MINIMUM PER SHIPMENT)

GES will receive uncrated carpet and pad at the warehouse. A special handling charge will apply on these shipments.

Rates include: unloading crated freight (the warehouse cannot receive uncrated shipments); storing at warehouse for up to 30 days (any materials stored beyond 30 days will incur additional costs applied to your invoice); reloading onto trucks and delivery to the exhibit site; unloading freight and delivery to your booth; picking up, storing, and returning empty shipping containers; and reloading freight for return to your specified destination from exhibit site.

Standard Kit Rates Are: Complete the Calculation of Material Handling Charges on the bottom of this form if not using Transportation Plus.

Crated Materials

\$ 152.25 cwt \$ 304.50 min

Materials Requiring Special Handling*

\$ 185.25 cwt \$ 370.50 min

Ship with GES Logistics to receive your Transportation Plus Savings. Rates Are:

To set up your saving with Transportation Plus, please call 888.454.4437, or complete the GES Logistics Material Handling & Shipping Form (R-8B) included in this exhibitor services manual and fax it to 702.515.5972, or email us at logistics@ges.com. Please call for a quote for any shipments that are over 5,000 lbs. at 888.454.4437. Transportation Plus does not apply to shipments that are considered Small Package or Local. Round Trip is required to qualify for Transportation Plus rates.

Crated Materials

\$ 137.03 cwt \$ 274.06 min

Materials Requiring Special Handling*

\$ 166.73 cwt \$ 333.46 min

DIRECT SHIPMENTS TO EXHIBIT SITE (200 POUND MINIMUM PER SHIPMENT)

Rates include: unloading freight and delivery to your booth; picking up, storing, and returning empty shipping containers; and reloading freight for return to your specified destination from exhibit site. However, any materials shipped back to warehouse from exhibit site will incur additional costs applied to your invoice.

Standard Kit Rates Are: Complete the Calculation of Material Handling Charges on the bottom of this form if not using Transportation Plus.

Crated Materials

ST/ST \$ 152.25 cwt \$ 304.50 min

Materials Requiring Special Handling*

ST/ST \$ 184.75 cwt \$ 369.50 min

Uncrated Materials

ST/ST \$ 213.25 cwt \$ 426.50 min

Ship with GES Logistics to receive your Transportation Plus Savings. Rates Are:

To set up your saving with Transportation Plus, please call 888.454.4437, or complete the GES Logistics Material Handling & Shipping Form (R-8B) included in this exhibitor services manual and fax it to 702.515.5972, or email us at logistics@ges.com. Please call for a quote for any shipments that are over 5,000 lbs. at 888.454.4437. Transportation Plus does not apply to shipments that are considered Small Package or Local. Round Trip is required to qualify for Transportation Plus rates.

Crated Materials

ST/ST \$ 137.03 cwt \$ 274.06 min

Materials Requiring Special Handling*

ST/ST \$ 166.28 cwt \$ 332.56 min

Uncrated Materials

ST/ST \$ 191.93 cwt \$ 383.86 min

SMALL PACKAGE: Cartons and envelopes received without documentation will be delivered without guarantee of piece count or condition. Maximum weight is 50 lbs. per shipment, per delivery. Includes UPS and Federal Express shipments. All shipments received via air carrier that do not fall in to the small package category may be subject to special handling charges.	First Carton.....	\$ 41.75
	Each Additional Carton.....	\$ 10.25

***NOTE:** Crated shipments requiring special handling include shipments that are loaded and/or packed in such a manner as to require additional handling (such as ground unloading, side door unloading, constricted space unloading, designated piece unloading, or stacked shipments). Also included are shipments mixed on the truck, multiple shipments/delivery areas, and shipments without delivery receipts, such as UPS & FedEx.

<ul style="list-style-type: none"> • Straight Time: Monday through Friday 8:00 AM to 4:30 PM. Trucks signing in after 2 PM may be charged at the overtime rate. • Overtime: All other times, Saturdays, Sundays, Holidays. • Use "ST/ST" rate if freight will be handled on straight time into the show and out of the show. • Use "ST/OT" rate if freight will be handled one way on straight time and one way on overtime, either into the show or out of the show. • Use "OT/OT" rate if freight will be handled on overtime into the show and out of the show. 	EXCESS DECLARED VALUE OPTION: Note 1: Liability is limited to \$0.50 Per pound per package, \$100.00 per package, or \$1,500.00 per occurrence, whichever is less, unless a higher value is declared. Note 2: Declared value \$_____. Excess declared value available from GES, up to \$100,000.00. Excess declared value is not available for items listed on form G-7. <input type="checkbox"/> Check here, if requesting excess declared value (\$1.00 per \$100.00 of excess valuation will be assessed, \$50.00 minimum charge).
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CALCULATION OF MATERIAL HANDLING CHARGES

Our shipment will be sent to <input type="checkbox"/> Exhibit Site / <input type="checkbox"/> Warehouse on date:	via:	Total pieces:	=	\$
Total Weight (200 lbs minimum per shipment):	÷ 100 =	x Rate:	=	\$
Small package cartons will be sent to <input type="checkbox"/> Exhibit Site / <input type="checkbox"/> Warehouse on date:	via:	Total cartons:	=	\$

We understand that your calculation is only an estimate. Invoicing will be done from the actual weight. Adjustments will be made accordingly.

Certified weight tickets are required for each shipment. If you do not have a certified ticket, a fee of \$15.00 will be added to your invoice for weight certification service.

ARRIVAL DATES AND SURCHARGES FOR SHIPMENTS:

Advance Date: November 29, 2006, Last day for crated shipments to arrive at advance warehouse without surcharge. **A 30% (\$30.00 minimum) late arrival surcharge based on the above rates will apply to each shipment received at the advance warehouse after this date.**

Direct Date: December 4, 2006, First day for shipments to arrive at the exhibit site.

I agree in placing this order that I have accepted GES Payment Policy and GES Terms & Conditions of Contract.

Authorized Signature: **X**

1. Total Estimated Charges	\$
2. 30% Late Arrival Surcharge	\$
3. Excess Declared Value	\$
4. Wt. Certification Service	\$ 15.00
5. Add 2% PSP	\$
6. Payment Enclosed	\$

AUTHORIZED NAME - PLEASE PRINT	DATE
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SAVE TIME WITH GES ONLINE AT: www.ges.com



GES Logistics Material Handling & Shipping Form

R-8B

RETURN TO: GES Exposition Services • 7050 Lindell Road, Las Vegas, NV 89118-4702 • Phone: 888.454.4437 • FAX: 702.515.5972
International Exhibitors Only: Phone: 702.515.5970 • FAX: 702.515.5972

All orders are governed by the GES Payment Policy and GES Terms & Conditions of Contract as specified in this Exhibitor Kit.

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COMPANY NAME		EMAIL ADDRESS			BOOTH NUMBER
PICK UP INFORMATION					
DATE		SHIPPING / RECEIVING HOURS (4 HOUR WINDOW REQUIRED)			
ADDRESS	STREET	CITY	STATE	ZIP	COUNTRY
PICK UP CONTACT		PHONE NUMBER		FAX NUMBER	
SPECIAL INSTRUCTIONS (ADDITIONAL CHARGES MY APPLY)					WEEKEND <input type="checkbox"/> Pick Up <input type="checkbox"/> Delivery

DELIVERY INFORMATION					
DATE		RECEIVING HOURS			
DESTINATION		EXHIBITOR NAME			
SHOW NAME		BOOTH #			
ADDRESS	STREET	CITY	STATE	ZIP	COUNTRY
SHOW CONTRACTOR		CONTACT		PHONE NUMBER	

METHOD OF SHIPMENT		
Ground: <input type="checkbox"/> LTL <input type="checkbox"/> Truck Load Rates (price per shipment) Shipments 0-100 lbs* Shipments 101 lbs and up* _____ *Subject to applicable surcharges	Air: <input type="checkbox"/> Next Day <input type="checkbox"/> 2nd Day <input type="checkbox"/> Deferred *Dim weight or actual weight which ever is greater will apply to Next Day, and 2nd Day.	<input type="checkbox"/> Special Instructions (Additional charges may apply)

WEIGHT & DIMENSIONS (FINAL RATE SUBJECT TO CORRECT WEIGHT & DIMENSIONS)											
Mark "X" in the H/M column to designate hazardous materials as defined in Department of Transportation Regulations.											
LIST EACH PIECE	H/M	DIMENSIONS IN INCHES			EST. WEIGHT	LIST EACH PIECE	H/M	DIMENSIONS IN INCHES			EST. WEIGHT
		L x	W x	H				L x	W x	H	
		L x	W x	H				L x	W x	H	
		L x	W x	H				L x	W x	H	
		L x	W x	H				L x	W x	H	
		L x	W x	H				L x	W x	H	
Our shipment will be sent to <input type="checkbox"/> Exhibit Site / <input type="checkbox"/> Warehouse on date:						via:		Total pieces:			
Total Weight (200 lbs minimum per shipment):						+ 100 =		x Rate:		= \$	
Small package cartons will be sent to <input type="checkbox"/> Exhibit Site / <input type="checkbox"/> Warehouse on date:						via:		Total cartons: = \$			

Hazardous Materials Contact Number
() -

ARRIVAL DATES AND SURCHARGES FOR SHIPMENTS:
Advance Date: November 29, 2006, Last day for crated shipments to arrive at advance warehouse without surcharge. **A 30% (\$30.00 minimum) late arrival surcharge based on the above rates will apply to each shipment received at the advance warehouse after this date.**
Direct Date: December 4, 2006, First day for shipments to arrive at the exhibit site.

I agree in placing this order that I have accepted GES Payment Policy and GES Terms & Conditions of Contract. Authorized Signature – Please Sign:	1. Total Estimated Charges	\$
	2. 30% Late Arrival Surcharge	\$
	3. Excess Declared Value	\$
	4. Payment Enclosed	\$
AUTHORIZED NAME - PLEASE PRINT		DATE

RECEIVED, subject to individually determined rates or contracts that have been agreed upon in writing between GES and shipper, if applicable, otherwise to the rates, classifications and rules that have been established GES and are available to the shipper, on request; **By signing this order form, shipper agrees to be bound by all its terms and conditions**

EXCESS DECLARED VALUE OPTION:
Note 1: STOP! You must read form G-7 before going any further... I have read the Terms & Conditions set forth on form G-7 and I understand the contents thereof. I have the authority to bind the below-referenced exhibiting company, which hereby accepts the terms and conditions set forth on this form and the G-7 form.
Note 2: Liability is limited to \$0.50 Per pound per package, \$100.00 per package, or \$1,500.00 per occurrence, whichever is less, unless a higher value is declared.
Note 3: Declared value \$ _____. Excess declared value available from GES, up to \$100,000.00.
 Excess declared value is not available for items listed on form G-7.
 Check here, if requesting excess declared value (\$1.00 per \$100.00 of excess valuation will be assessed, \$50.00 minimum charge).

083005



Pre-Printed Outbound Material Handling Request

R-3

RETURN TO: GES Exposition Services • 7050 Lindell Road, Las Vegas, NV 89118-4702 • Phone: 800.475.2098 • FAX: 866.329.1437
International Exhibitors Only: Phone: 702.515.5970 • FAX: 702.263.1520 Contact us Online: www.ges.com/contact

All orders are governed by the GES Payment Policy and GES Terms & Conditions of Contract as specified in this Exhibitor Kit.

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Chicago Hilton & Towers • December 5 - 6, 2006

DEADLINE DATE:
November 15, 2006

COMPANY NAME	EMAIL ADDRESS	BOOTH NUMBER
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Please complete this form and return it to GES before the above Deadline Date so we can provide you with printed outbound material handling documents and shipping labels at the close of the show for you to review and sign. To take advantage of this service, please complete and return this form. If this form is not received by GES by the time of above Deadline Date, this pre-printing service will not be provided.

SHIPPING INFORMATION

FROM:

COMPANY	EMAIL ADDRESS	BOOTH NUMBER
ADDRESS STREET	CITY	STATE ZIP COUNTRY
PHONE	FAX	PURCHASE ORDER NUMBER

SHIPPING DESTINATION 1: Number of Labels Needed:

COMPANY	EMAIL ADDRESS	BOOTH NUMBER
ADDRESS STREET	CITY	STATE ZIP COUNTRY
PHONE	FAX	PURCHASE ORDER NUMBER

SHIPPING DESTINATION 2: Number of Labels Needed:

COMPANY	EMAIL ADDRESS	BOOTH NUMBER
ADDRESS STREET	CITY	STATE ZIP COUNTRY
PHONE	FAX	PURCHASE ORDER NUMBER

METHOD OF SHIPMENT

Please Select Desired Method of Shipment Below:

- GES Logistics:**
 - Ground**
 - Air**
 - Next Day Delivery**
 - 2nd Day Delivery**
 - Deferred Delivery**
 - Van Line** – Full Pad Partial Pad Crated
 - Specialized Service:** _____

EXCESS DECLARED VALUE OPTION:

Note 1: Liability is limited to \$0.50 Per pound per package, \$100.00 per package, or \$1,500.00 per occurrence, whichever is less, unless a higher value is declared.

Note 2: Declared value \$_____. Excess declared value available from GES, up to \$100,000.00.

Excess declared value is not available for items listed on form G-7.

Check here, if requesting excess declared value (\$1.00 per \$100.00 of excess valuation will be assessed, \$50.00 minimum charge).

- Other:** _____
- Common Carrier**
- Air**
 - Next Day
 - 2nd Day
 - Deferred
- Van Line**
 - Full Pad
 - Partial Pad
 - Crated

Once your shipment is packed and ready to be picked up, please return the outbound material handling order form to the **GES Servicerter**. Verify the piece count, weight, and that the signature is on the outbound material handling order form prior to shipping out. **Shipments without paperwork turned in will be returned to GES Warehouse or forced onto another carrier at exhibitor's expense.**

GES does not accept responsibility for any exhibitor property left on the show floor unattended.

060205



Directions to GES Advance Warehouse

R-5A

RETURN TO: GES Exposition Services • 7050 Lindell Road, Las Vegas, NV 89118-4702 • Phone: 800.475.2098 • FAX: 866.329.1437
International Exhibitors Only: Phone: 702.515.5970 • FAX: 702.263.1520 Contact us Online: www.ges.com/contact

Search Engine Strategies

Chicago Hilton & Towers • December 5 - 6, 2006

Location:

GES Exposition Services
2350 S Wood Street
Chicago IL 60608

Receiving Hours:

Monday through Friday: 8:00 am - 2:30 pm

North of Chicago:

Take I-90 E / I-94 E (Dan Ryan Expwy) South
Proceed past downtown
Take the 18th Street (exit #52C) do not turn onto 18 Street - go straight
Turn right on South Canalport Ave
Turn slight right on West Cermak Rd - 2nd light
Turn left on South Wood St - just past Ashland Ave
Cross over South Blue Island Ave
The GES warehouse will be on your right hand side

South of Chicago:

Take I-90 W / I-94 W (Dan Ryan Expressway) North
Prior to downtown, merge onto I-55 (Stevenson Expressway) via exit #53B - toward St Louis
Take the Damen Ave / 2000 W exit #290
Turn right onto South Damen Ave
Cross over railroad tracks
Turn right on South Blue Island Ave - 2nd light
Turn right on South Wood St
The GES warehouse will be on your right hand side

Southwest of Chicago:

Take I-55 North (Stevenson Expressway)
After Midway Airport exit - prior to downtown
Take the Damen Ave / 2000 W (exit #290)
Stay on left to follow Damen Ave - do not take Ashland Ave
Turn left on to South Damen Ave
Cross over railroad tracks
Turn right on South Blue Island Ave-2nd light
Turn right on South Wood Street
The GES warehouse will be on your right hand side

Questions? Call GES 800.801.1429

Refer to Material Handling Order Form for receiving guidelines, restrictions and hours.

USE THESE SHIPPING LABELS AS THEY WILL EXPEDITE HANDLING. Copies of these labels are acceptable if additional labels are needed. See Hanging Sign / Truss Information (H-1) form for a Hanging Sign shipping label.

R-5

16

RUSH!

EXHIBITION FREIGHT

FROM:

ADVANCE SHIPMENT

TO: _____

EXHIBITING COMPANY

Search Engine Strategies

NAME OF EXHIBITION

BOOTH NUMBER

C/O GES EXPOSITION SERVICES
2350 South Wood Street
Chicago, IL 60608
Receiving Hours: Monday through Friday
8:00 am - 2:30 pm

SHIPMENT SHOULD ARRIVE ON OR BEFORE:
November 29, 2006.

Carrier _____

Number _____ of _____ pieces



RUSH!

EXHIBITION FREIGHT

FROM:

ADVANCE SHIPMENT

TO: _____

EXHIBITING COMPANY

Search Engine Strategies

NAME OF EXHIBITION

BOOTH NUMBER

C/O GES EXPOSITION SERVICES
2350 South Wood Street
Chicago, IL 60608
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November 29, 2006.

Carrier _____

Number _____ of _____ pieces



RUSH!

EXHIBITION FREIGHT

FROM:

ADVANCE SHIPMENT

TO: _____

EXHIBITING COMPANY

Search Engine Strategies

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2350 South Wood Street
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SHIPMENT SHOULD ARRIVE ON OR BEFORE:
November 29, 2006.

Carrier _____

Number _____ of _____ pieces



RUSH!

EXHIBITION FREIGHT

FROM:

ADVANCE SHIPMENT

TO: _____

EXHIBITING COMPANY

Search Engine Strategies

NAME OF EXHIBITION

BOOTH NUMBER

C/O GES EXPOSITION SERVICES
2350 South Wood Street
Chicago, IL 60608
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November 29, 2006.

Carrier _____

Number _____ of _____ pieces



USE THESE SHIPPING LABELS AS THEY WILL EXPEDITE HANDLING. Copies of these labels are acceptable if additional labels are needed. See Hanging Sign / Truss Information (H-1) form for a Hanging Sign shipping label.

RUSH!

EXHIBITION FREIGHT

FROM:

DIRECT SHIPMENT

TO: _____

EXHIBITING COMPANY

Search Engine Strategies

NAME OF EXHIBITION

BOOTH NUMBER

C/O GES EXPOSITION SERVICES
Chicago Hilton & Towers
720 S. Michigan Avenue
Chicago, IL 60605

SHIPMENT WILL BE ACCEPTED BEGINNING:
December 4, 2006.

Carrier _____

Number _____ of _____ pieces



RUSH!

EXHIBITION FREIGHT

FROM:

DIRECT SHIPMENT

TO: _____

EXHIBITING COMPANY

Search Engine Strategies

NAME OF EXHIBITION

BOOTH NUMBER

C/O GES EXPOSITION SERVICES
Chicago Hilton & Towers
720 S. Michigan Avenue
Chicago, IL 60605

SHIPMENT WILL BE ACCEPTED BEGINNING:
December 4, 2006.

Carrier _____

Number _____ of _____ pieces



RUSH!

EXHIBITION FREIGHT

FROM:

DIRECT SHIPMENT

TO: _____

EXHIBITING COMPANY

Search Engine Strategies

NAME OF EXHIBITION

BOOTH NUMBER

C/O GES EXPOSITION SERVICES
Chicago Hilton & Towers
720 S. Michigan Avenue
Chicago, IL 60605

SHIPMENT WILL BE ACCEPTED BEGINNING:
December 4, 2006.

Carrier _____

Number _____ of _____ pieces



RUSH!

EXHIBITION FREIGHT

FROM:

DIRECT SHIPMENT

TO: _____

EXHIBITING COMPANY

Search Engine Strategies

NAME OF EXHIBITION

BOOTH NUMBER

C/O GES EXPOSITION SERVICES
Chicago Hilton & Towers
720 S. Michigan Avenue
Chicago, IL 60605

SHIPMENT WILL BE ACCEPTED BEGINNING:
December 4, 2006.

Carrier _____

Number _____ of _____ pieces



Click Here to View Furniture & Accessories Brochure

Search Engine Strategies

Chicago Hilton & Towers • December 5 - 6, 2006

DISCOUNT DEADLINE DATE:

November 15, 2006

COMPANY NAME	EMAIL ADDRESS	BOOTH NUMBER
--------------	---------------	--------------

PRICE LIST							
ITEM #	DESCRIPTION	DISCOUNT PRICE	REGULAR PRICE	ITEM #	DESCRIPTION	DISCOUNT PRICE	REGULAR PRICE
CHAIRS				DISPLAY FURNITURE (Continued)			
5401	Plastic Contour Chair, 32x18x18.5	\$ 47.75	\$ 71.65	5653	BPDH: Pedestal, Graphite Nebula 24x24x42	\$ 227.35	\$ 341.05
5402	Contemporary Chair, 31x23x18	\$ 106.05	\$ 159.10	5654	BPDJ: Pedestal, Grey Nebula 30x30x42	\$ 240.20	\$ 360.30
5403	Contemporary Arm Chair, 31x23x18	\$ 116.05	\$ 174.10	5655	BPDK: Pedestal, Graphite Nebula 30x30x42	\$ 240.20	\$ 360.30
5404	Contemporary Stool, 48x17x18	\$ 190.05	\$ 285.10	5643	BET1: Etagere, Silver Finish	\$ 288.25	\$ 432.40
TABLES				5644	BET2: Etagere, Black	\$ 288.25	\$ 432.40
5407	Square Table, 24x24x30	\$ 103.15	\$ 154.75	5818	4' Full View Display Case	\$ 431.85	\$ 647.80
5408	Rectangular Table, 24x36x30	\$ 115.75	\$ 173.65	5819	5' Full View Display Case	\$ 444.55	\$ 666.85
5409	Round Starbase Table, 40x30h	\$ 175.10	\$ 262.65	5820	6' Full View Display Case	\$ 509.50	\$ 764.25
5412	Round Starbase Table, 30x40h	\$ 175.10	\$ 262.65	5821	4' Half View Display Case	\$ 431.85	\$ 647.80
SKIRTED TABLES				5822	5' Half View Display Case	\$ 444.55	\$ 666.85
Skirting for Tables - White Vinyl Top and Pleated Skirt on 3 Sides							
5804	Skirted 4' Table, Skirted 4 Sides, 24x30	\$ 97.90	\$ 146.85	5823	6' Half View Display Case	\$ 509.50	\$ 764.25
5805	Skirted 6' Table, 24x30	\$ 129.95	\$ 194.95	5824	4' Quarter View Display Case	\$ 431.85	\$ 647.80
5806	Skirted 8' Table, 24x30	\$ 142.80	\$ 214.20	5825	5' Quarter View Display Case	\$ 444.55	\$ 666.85
5807	4th Side Skirted, Optional	\$ 27.55	\$ 41.35	5826	6' Quarter View Display Case	\$ 457.35	\$ 686.05
SKIRTED COUNTERS				5827	4' Corner View Display Case	\$ 444.55	\$ 666.85
Skirting for Counters - White Vinyl Top and Pleated Skirt on 3 Sides							
5808	Skirted 4' Counter, Skirted 4 Sides, 24x42	\$ 124.95	\$ 187.45	5828	7' Vertical Display Case	\$ 597.45	\$ 896.20
5809	Skirted 6' Counter, 24x42	\$ 148.85	\$ 223.25	ACCESSORIES			
5810	Skirted 8' Counter, 24x42	\$ 161.70	\$ 242.55	5801	Pegboard, White (1/4" Hole)	\$ 119.75	\$ 179.65
5811	4th Side Skirted, Optional	\$ 27.55	\$ 41.35	5816	Tackboard, Gray	\$ 181.15	\$ 271.75
RISERS				5730	Bell Base Sign Holder	\$ 34.40	\$ 51.60
5812	4' Single Tier, 7" or 15"h, 8"w	\$ 34.15	\$ 51.20	5731	Chrome Sign Holder	\$ 90.55	\$ 135.85
5813	6' Single Tier, 7" or 15"h, 8"w	\$ 43.60	\$ 65.40	5732	Aluminum Easel	\$ 33.10	\$ 49.65
5814	4' Double Tier, 7" and 15"h, 8"w	\$ 48.55	\$ 72.85	5733	Clothes Tree	\$ 34.40	\$ 51.60
5815	6' Double Tier, 7" and 15"h, 8"w	\$ 62.20	\$ 93.30	5734	Bag Stand	\$ 84.25	\$ 126.40
CUSTOM BOOTH DRAPE				5735	Garment Rack	\$ 63.80	\$ 95.70
0501	8'h Back Drape, 4' minimum Price/Ft.	\$ 11.05	\$ 16.60	5736	Waterfall Stand	\$ 84.25	\$ 126.40
0502	3'h Side Drape, 4' minimum Price/Ft.	\$ 8.95	\$ 13.45	5737	Literature Rack	\$ 157.25	\$ 235.90
DISPLAY FURNITURE				5741	Refrigerator	\$ 331.80	\$ 497.70
5645	BPDL: Pedestal w/Locking Door, Black	\$ 387.20	\$ 580.80	5738	Aisle Stanchion w/o Chain	\$ 34.40	\$ 51.60
5646	BPDA: Pedestal, Grey Nebula 12x12x42	\$ 187.45	\$ 281.20	5739	Plastic Chain Price/Ft.	\$ 3.90	\$ 5.85
5647	BPDB: Pedestal, Graphite Nebula 12x12x42	\$ 187.45	\$ 281.20	5740	Ticket Tumbler	\$ 64.85	\$ 97.30
5648	BPDC: Pedestal, Grey Nebula 18x18x30	\$ 200.80	\$ 301.20	5817	Wastebasket	\$ 14.95	\$ 22.45
5649	BPDD: Pedestal, Graphite Nebula 18x18x30	\$ 200.80	\$ 301.20	Prices include delivery, installation, rental, and removal.			
5650	BPDE: Pedestal, Grey Nebula 24x24x36	\$ 213.40	\$ 320.10	Cancellation Policy: Items cancelled will be charged 50% of original price after move-in begins and 100% of original price after installation.			
5651	BPDF: Pedestal, Graphite Nebula 24x24x36	\$ 213.40	\$ 320.10				
5652	BPDG: Pedestal, Grey Nebula 24x24x42	\$ 227.35	\$ 341.05				

PLEASE INDICATE CHOICE **PLACE ORDER HERE**

- **Table/Counter Skirt Color** (Item #'s 0501-0502, 5804-5811 ONLY). Gray will be provided if no color is indicated below:

<input type="checkbox"/> Beige	<input type="checkbox"/> Forest Green	<input type="checkbox"/> Purple
<input type="checkbox"/> Black	<input type="checkbox"/> Gold	<input type="checkbox"/> Red
<input type="checkbox"/> Blue	<input type="checkbox"/> Gray	<input type="checkbox"/> Teal
<input type="checkbox"/> Burgundy	<input type="checkbox"/> Mauve	<input type="checkbox"/> White
- **Optional 4th Side Table Skirt** (Item #'s 5805-5806 ONLY).

<input type="checkbox"/> 6' Table	<input type="checkbox"/> 8' Table
-----------------------------------	-----------------------------------
- **Optional 4th Side Counter Skirt** (Item #'s 5809-5810 ONLY).

<input type="checkbox"/> 6' Table	<input type="checkbox"/> 8' Table
-----------------------------------	-----------------------------------
- **Tackboard/Pegboard Physical Alignment** (Item #'s 5801 & 5816 ONLY).

<input type="checkbox"/> Horizontal	<input type="checkbox"/> Vertical
-------------------------------------	-----------------------------------

Please include Booth Layout form (H-3) for placement of items.
Orders received after the discount deadline date are subject to availability and/or substitutions.

ITEM #	DESCRIPTION	PRICE	QTY	TOTAL PRICE
				\$
				\$
				\$
				\$
				\$
				\$
I agree in placing this order that I have accepted GES Payment Policy and GES Terms & Conditions of Contract.		1. Total All Items Ordered		\$
		2. 6% Rental Tax		\$
		3. Add 2% PSP		\$
		4. Payment Enclosed		\$
Authorized Signature – Please Sign:		X		
AUTHORIZED NAME - PLEASE PRINT		DATE		



Furniture Package Order Form

A-2

RETURN TO: GES Exposition Services • 7050 Lindell Road, Las Vegas, NV 89118-4702 • Phone: 800.475.2098 • FAX: 866.329.1437
 International Exhibitors Only: Phone: 702.515.5970 • FAX: 702.263.1520 Contact us Online: www.ges.com/contact

Search Engine Strategies Chicago Hilton & Towers • December 5 - 6, 2006

**DISCOUNT DEADLINE DATE:
 November 15, 2006**

COMPANY NAME	EMAIL ADDRESS	BOOTH NUMBER
<p>GES Furniture Packages offer significant savings! Rent any furniture package and save 10% off the regular price, if these items were rented separately.</p>		

PRICE LIST							
ITEM #	DESCRIPTION	DISCOUNT PRICE	REGULAR PRICE	ITEM #	DESCRIPTION	DISCOUNT PRICE	REGULAR PRICE
5410	Furniture Package 1 <i>Includes: (1) 6' Skirted Table, (2) Plastic Contour Chairs, (1) Wastebasket</i>	\$ 216.35	\$ 324.65	5411	Furniture Package 2 <i>Includes: (1) Starbase Table, (4) Contemporary Arm Chairs, (1) Wastebasket</i>	\$ 588.85	\$ 883.35

Prices include delivery, installation, rental, and removal.

Cancellation Policy: Furniture Package items cancelled will be charged 50% of original price after move-in begins and 100% of original price after installation.

PLEASE INDICATE CHOICE	PLACE ORDER HERE
-------------------------------	-------------------------

- ▶ **Table Skirt Color** (Item # 5410 ONLY). Gray will be provided if no color is indicated below:
- | | | |
|-----------------------------------|---------------------------------------|---------------------------------|
| <input type="checkbox"/> Beige | <input type="checkbox"/> Forest Green | <input type="checkbox"/> Purple |
| <input type="checkbox"/> Black | <input type="checkbox"/> Gold | <input type="checkbox"/> Red |
| <input type="checkbox"/> Blue | <input type="checkbox"/> Gray | <input type="checkbox"/> Teal |
| <input type="checkbox"/> Burgundy | <input type="checkbox"/> Mauve | <input type="checkbox"/> White |

ITEM #	DESCRIPTION	PRICE	QTY	TOTAL PRICE
5410	Furniture Package 1			\$
5411	Furniture Package 2			\$
I agree in placing this order that I have accepted GES Payment Policy and GES Terms & Conditions of Contract.				
1. Total All Items Ordered				\$
2. 6% Rental Tax				\$
3. Add 2% PSP				\$
4. Payment Enclosed				\$
Authorized Signature – Please Sign: X				
AUTHORIZED NAME - PLEASE PRINT			DATE	

060305

RETURN TO: GES Exposition Services • 7050 Lindell Road, Las Vegas, NV 89118-4702 • Phone: 800.475.2098 • FAX: 866.329.1437
 International Exhibitors Only: Phone: 702.515.5970 • FAX: 702.263.1520 Contact us Online: www.ges.com/contact

**Click Here
to View
Specialty
Furniture
Brochure**

Search Engine Strategies

**DISCOUNT DEADLINE DATE:
November 15, 2006**

Chicago Hilton & Towers • December 5 - 6, 2006

COMPANY NAME	EMAIL ADDRESS	BOOTH NUMBER
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PRICE LIST

ITEM #	DESCRIPTION	DISCOUNT PRICE	REGULAR PRICE	ITEM #	DESCRIPTION	DISCOUNT PRICE	REGULAR PRICE
SEATING COLLECTIONS - NEWPORT				SEATING - CHAIRS (Continued)			
5500	BLSD: Loveseat, Charcoal Leather	\$ 537.50	\$ 806.25	5540	BOCZ: Stage Chair, Beige Slipcover	\$ 142.75	\$ 214.15
5501	BCOD: Corner, Charcoal Leather	\$ 369.50	\$ 554.25	5541	BSCR: Panton Side Chair, Orange	\$ 148.75	\$ 223.15
5502	BSED: 3 pc. Sectional, Charcoal Leather	\$ 1064.25	\$ 1596.40	5542	BSCY: Panton Side Chair, Yellow	\$ 148.75	\$ 223.15
5503	BCHD: Armless Chair, Charcoal Leather	\$ 318.50	\$ 477.75	5508	BOCA: T-Vac Chair, Translucent/Chrome	\$ 148.75	\$ 223.15
SEATING COLLECTIONS - SOUTH BEACH				5543	BSC1: NY Chair, Onyx/Maple Back/Chrome	\$ 140.50	\$ 210.75
5504	BSO2: 3 pc. Sectional, Platinum Suede	\$ 981.00	\$ 1471.50	5544	BSC4: Jetson Chair, Black	\$ 136.50	\$ 204.75
5505	BOTS: Wedge Ottoman, Platinum Suede	\$ 170.50	\$ 255.75	5545	BSC6: Manhattan Chair, Oyster	\$ 165.50	\$ 248.25
5506	BSO1: Sofa, Platinum Suede	\$ 446.00	\$ 669.00	5546	BSC3: Brewer Chair, Onyx/Black	\$ 103.25	\$ 154.90
5507	BOCA: T-Vac Chair, Translucent/Chrome	\$ 211.50	\$ 317.25	5547	BSC2: Brewer Chair, Grey/Chrome	\$ 103.25	\$ 154.90
5508	BSC9: Panton Side Chair, White	\$ 148.75	\$ 223.15	5548	BCO4: Iso Mesh Chair, Black	\$ 216.25	\$ 324.40
SEATING COLLECTIONS - RIO				5549	BXC6: Altura Guest Chair, Black Crepe	\$ 206.25	\$ 309.40
5509	BSOK: Sofa, Blue Suede/Chrome Leg	\$ 459.00	\$ 688.50	5550	BXC3: Luxor Guest Chair, Black Leather	\$ 227.50	\$ 341.25
5510	BCHK: Chair, Blue Suede/Chrome Leg	\$ 356.25	\$ 534.40	5551	BSC2: Stacking Chair, Red	\$ 103.25	\$ 154.90
SEATING COLLECTIONS - LISBON				5552	BSC1: Stacking Chair, Blue	\$ 140.50	\$ 210.75
5511	BSOC: Sofa, Black Leather	\$ 536.00	\$ 804.00	SEATING - BARSTOOLS			
5512	BLSC: Loveseat, Black Leather	\$ 490.50	\$ 735.75	5553	BBS1: Ohio Barstool, Red/Chrome	\$ 158.00	\$ 237.00
5513	BCHC: Chair, Black Leather	\$ 372.75	\$ 559.15	5554	BBS2: Ohio Barstool, Black/Chrome	\$ 158.00	\$ 237.00
SEATING COLLECTIONS - FLORENCE				5555	BBS3: Ohio Barstool, Grey/Chrome	\$ 158.00	\$ 237.00
5514	BSOG: Sofa, Cream	\$ 412.50	\$ 618.75	5556	BBST: Banana Barstool, White/Chrome	\$ 110.25	\$ 165.40
5515	BCHG: Chair, Cream	\$ 335.00	\$ 502.50	5557	BBSS: Banana Barstool, Black/Chrome	\$ 110.25	\$ 165.40
SEATING COLLECTIONS - CAPPUCCINO				5558	BBSD: Oslo Barstool, Blue	\$ 201.75	\$ 302.65
5516	BOCL: Occasional Chair, Chocolate	\$ 258.50	\$ 387.75	5559	BBSC: Oslo Barstool, White	\$ 201.75	\$ 302.65
SEATING COLLECTIONS - MONACO				5560	BBSL: Gin Barstool, Maple/Chrome	\$ 142.25	\$ 213.40
5517	BSOL: Sofa, Gold Suede	\$ 483.00	\$ 724.50	5561	BBSN: Jetson Barstool, Black	\$ 182.50	\$ 273.75
5518	BOCK: Chair, Camouflage	\$ 328.00	\$ 492.00	SEATING - OFFICE & UTILITY SEATING			
SEATING COLLECTIONS - KEY WEST				5562	BSC5: Tilt Executive Arm Chair, Black	\$ 191.75	\$ 287.65
5519	BSOM: Sofa, Black	\$ 381.50	\$ 572.25	5563	BXC2: Luxor Mid Back Executive, Black	\$ 256.00	\$ 384.00
5520	BLSM: Loveseat, Black	\$ 340.00	\$ 510.00	5564	BXC1: Luxor High Back Executive, Black	\$ 281.00	\$ 421.50
5521	BOCB: Tub Chair, Black	\$ 262.00	\$ 393.00	5565	BXC5: Altura Mid Back Executive, Black	\$ 239.00	\$ 358.50
SEATING - CLUB CHAIRS				5566	BXC4: Altura High Back Executive, Black	\$ 250.00	\$ 375.00
5503	BCHD: Newport Armless Chair, Charcoal	\$ 318.50	\$ 477.75	5567	BTC1: Tablet Chair, Flip Top	\$ 103.50	\$ 155.25
5501	BCOD: Newport Corner, Charcoal Leather	\$ 369.50	\$ 554.25	5568	BSY1: Altura Task Chair, Black Crepe	\$ 148.75	\$ 223.15
5513	BCHC: Lisbon Chair, Black Leather	\$ 372.75	\$ 559.15	5569	BDP1: Altura Drafting Stool, Black Crepe	\$ 147.25	\$ 220.90
5515	BCHG: Florence Chair, Cream	\$ 335.00	\$ 502.50	5570	BSC8: Flex Side Wheel Chair	\$ 111.50	\$ 167.25
5510	BCHK: Rio Chair, Blue Suede/Chrome Leg	\$ 356.25	\$ 534.40	TABLES - CAFÉ			
5522	BOCH: Barcelona Chair, Black	\$ 543.00	\$ 814.50	5571	BZTK: 30" Maple, Black Base	\$ 155.00	\$ 232.50
5521	BOCB: Tub Chair, Black	\$ 262.00	\$ 393.00	5572	BZTP: 36" Maple, Black Base	\$ 181.00	\$ 271.50
5518	BOCK: Chair, Camouflage	\$ 328.00	\$ 492.00	5573	BZTJ: 30" Graphite Nebula, Black Base	\$ 155.00	\$ 232.50
SEATING - OTTOMANS				5574	BZTN: 36" Graphite Nebula, Black Base	\$ 181.00	\$ 271.50
5505	BOTS: South Beach Ottoman, Platinum	\$ 170.50	\$ 255.75	5575	BZTM: 36" Grey Nebula, Black Base	\$ 181.00	\$ 271.50
5523	BOTQ: Square Ottoman, White Leather	\$ 237.75	\$ 356.65	5576	BZTF: 36" Metallic Silver, Black Base	\$ 200.50	\$ 300.75
5524	BOTN: Bench Ottoman, White Leather	\$ 285.25	\$ 427.90	5577	BZTB: 36" Brushed Red, Black Base	\$ 155.00	\$ 232.50
5525	BOTP: Square Ottoman, Black Leather	\$ 237.75	\$ 356.65	5578	BZTC: 36" Brushed Blue, Black Base	\$ 155.00	\$ 232.50
5526	BOTM: Bench Ottoman, Black Leather	\$ 285.25	\$ 427.90	5579	BXTK: 30" Maple, Tulip Chrome Base	\$ 206.75	\$ 310.15
5527	BOTH: Cube Ottoman, Black Leather	\$ 74.50	\$ 111.75	5580	BXTF: 36" Maple, Tulip Chrome Base	\$ 245.50	\$ 368.25
5528	BOTE: Cube Ottoman, Raspberry	\$ 74.50	\$ 111.75	5581	BXTJ: 30" Graphite Nebula, Chrome Base	\$ 206.75	\$ 310.15
5529	BOTB: Cube Ottoman, Natural	\$ 74.50	\$ 111.75	5582	BXTN: 36" Graphite Nebula, Chrome Base	\$ 245.50	\$ 368.25
5530	BOTC: Cube Ottoman, Lemon	\$ 74.50	\$ 111.75	5583	BXTM: 36" Grey Nebula, Chrome Base	\$ 245.50	\$ 368.25
5531	BOTD: Cube Ottoman, Blueberry	\$ 74.50	\$ 111.75	5584	BXTF: 36" Metallic Silver, Chrome Base	\$ 252.00	\$ 378.00
5532	BOTF: Cube Ottoman, Chocolate Brown	\$ 74.50	\$ 111.75	5585	BXTB: 36" Brushed Red, Chrome Base	\$ 206.75	\$ 310.15
5533	BOTG: Cube Ottoman, Russet	\$ 74.50	\$ 111.75	5586	BXTC: 36" Brushed Blue, Chrome Base	\$ 206.75	\$ 310.15
5534	BOTL: Half Round Ottoman, White	\$ 284.25	\$ 426.40	TABLES - BAR			
5535	BOTK: Half Round Ottoman, Black	\$ 284.25	\$ 426.40	5587	BVTK: 30" Maple, Black Base	\$ 161.50	\$ 242.25
SEATING - CHAIRS				5588	BVTP: 36" Maple, Black Base	\$ 198.50	\$ 297.75
5507	BOCA: T-Vac Chair, Translucent/Chrome	\$ 243.00	\$ 364.50	5589	BVTJ: 30" Graphite Nebula, Black Base	\$ 161.50	\$ 242.25
5536	BOCX: Tub Occasional Chair, Black	\$ 194.00	\$ 291.00	5590	BVTN: 36" Graphite Nebula, Black Base	\$ 198.50	\$ 297.75
5516	BOCL: Cappuccino Chair, Chocolate	\$ 258.50	\$ 387.75	5591	BVTM: 36" Grey Nebula, Black Base	\$ 198.50	\$ 297.75
5537	BOCR: Stage Chair, Red Slipcover	\$ 142.75	\$ 214.15	5592	BVTF: 30" Metallic Silver, Black Base	\$ 210.75	\$ 316.15
5538	BOCC: Stage Chair, Camel Slipcover	\$ 142.75	\$ 214.15	5593	BVTB: 30" Brushed Red, Black Base	\$ 161.50	\$ 242.25
5539	BOCY: Stage Chair, Onyx Slipcover	\$ 142.75	\$ 214.15	5594	BVTC: 30" Brushed Blue, Black Base	\$ 161.50	\$ 242.25

RETURN TO: GES Exposition Services • 7050 Lindell Road, Las Vegas, NV 89118-4702 • Phone: 800.475.2098 • FAX: 866.329.1437
International Exhibitors Only: Phone: 702.515.5970 • FAX: 702.263.1520 **Contact us Online:** www.ges.com/contact

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Chicago Hilton & Towers • December 5 - 6, 2006

DISCOUNT DEADLINE DATE:
November 15, 2006

COMPANY NAME	EMAIL ADDRESS	BOOTH NUMBER
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PRICE LIST			
ITEM #	DESCRIPTION	DISCOUNT PRICE	REGULAR PRICE
TABLES - BAR (Continued)			
5595	BWTK: 30" Maple, <i>Tulip Chrome Base</i>	\$ 210.75	\$ 316.15
5596	BWTP: 36" Maple, <i>Tulip Chrome Base</i>	\$ 248.25	\$ 372.40
5597	BWTJ: 30" Graphite Nebula, <i>Chrome Base</i>	\$ 210.75	\$ 316.15
5598	BWTN: 36" Graphite Nebula, <i>Chrome Base</i>	\$ 248.25	\$ 372.40
5699	BWTM: 36" Grey Nebula, <i>Chrome Base</i>	\$ 248.25	\$ 372.40
5600	BWTF: 30" Metallic Silver, <i>Chrome Base</i>	\$ 260.50	\$ 390.75
5601	BWTB: 30" Brushed Red, <i>Chrome Base</i>	\$ 210.75	\$ 316.15
5602	BWTC: 30" Brushed Blue, <i>Chrome Base</i>	\$ 210.75	\$ 316.15
TABLES - MARTINI BAR			
5603	BBR1: Bar/Counter	\$ 814.25	\$ 1221.40
5604	BBRC: 3 pc. Bar/Counter Circle	\$ 2166.00	\$ 3249.00
TABLES - CONFERENCE			
5605	BCE2: Geo Rectangle, <i>Glass/Chrome</i>	\$ 301.50	\$ 452.25
5606	BCF2: Geo Rectangle, <i>Glass/Black</i>	\$ 301.50	\$ 452.25
5607	BCE1: Geo Square, <i>Glass/Chrome</i>	\$ 197.75	\$ 296.65
5608	BCF1: Geo Square, <i>Glass/Black</i>	\$ 186.75	\$ 280.15
5609	BCG1: Manhattan, <i>Glass/Black</i>	\$ 226.00	\$ 339.00
5610	BCB2: 6' Graphite Nebula	\$ 334.75	\$ 502.15
5611	BCB3: 8' Graphite Nebula	\$ 412.25	\$ 618.40
5612	BCD2: 6' Grey Nebula	\$ 334.75	\$ 502.15
5613	BCD3: 8' Grey Nebula	\$ 412.25	\$ 618.40
5614	BCA2: 6' Rectangle Brandy	\$ 279.50	\$ 419.25
5615	BCA3: 8' Rectangle Brandy	\$ 347.25	\$ 520.90
5616	BCA4: 10' Rectangle Brandy	\$ 430.25	\$ 645.40
5617	BCC2: 6' Rectangle Maple	\$ 280.75	\$ 421.15
5618	BCC3: 8' Rectangle Maple	\$ 348.50	\$ 522.75
5619	BCC4: 10' Rectangle Maple	\$ 426.50	\$ 639.75
5620	BCB1: 42" Round Graphite Nebula	\$ 248.25	\$ 372.40
5621	BCD1: 42" Round Grey Nebula	\$ 249.25	\$ 373.90
5622	BCA1: 42" Round Brandy	\$ 243.00	\$ 364.50
5623	BCC1: 42" Round Maple	\$ 246.00	\$ 369.00
TABLES - COCKTAIL			
5624	BC1E: 36" Round Silverado	\$ 182.50	\$ 273.75
5625	BC1D: Soho, <i>Steel Base/Chocolate Top</i>	\$ 239.50	\$ 359.25
5626	BC1G: 20" Round Paris, <i>Bunching</i>	\$ 109.00	\$ 163.50
5627	BC1K: Inspiration	\$ 207.50	\$ 311.25
5628	BC1F: Geo Rectangle, <i>Glass/Black</i>	\$ 154.25	\$ 231.40
5629	BC1C: Geo Rectangle, <i>Glass/Chrome</i>	\$ 158.50	\$ 237.75
5630	BC1M: Visions, <i>Cherry</i>	\$ 149.50	\$ 224.25
5631	BC1H: West Indies	\$ 196.75	\$ 295.15
5632	BC1L: Chestnut/Graphite	\$ 177.50	\$ 266.25
TABLES - END TABLES			
5633	BE1E: 24" Round Silverado	\$ 171.50	\$ 257.25

ITEM #	DESCRIPTION	DISCOUNT PRICE	REGULAR PRICE
TABLES - END TABLES (Continued)			
5634	BE1D: Soho, <i>Steel Base/Chocolate Top</i>	\$ 207.50	\$ 311.25
5635	BE1K: Inspiration	\$ 196.75	\$ 295.15
5636	BE1F: Geo Square, <i>Glass/Black</i>	\$ 138.00	\$ 207.00
5637	BE1C: Geo Square, <i>Glass/Chrome</i>	\$ 143.25	\$ 214.90
5638	BE1M: Visions, <i>Cherry</i>	\$ 133.00	\$ 199.50
5639	BE1H: West Indies	\$ 159.50	\$ 239.25
5640	BE1L: Chestnut/Graphite	\$ 155.50	\$ 233.25
PRODUCT DISPLAY			
5641	BBC1: Bookcase, <i>Maple</i>	\$ 230.50	\$ 345.75
5642	BBC2: Bookcase, <i>Brandy</i>	\$ 230.25	\$ 345.40
5643	BET1: Etagere, <i>Silver Finish</i>	\$ 217.75	\$ 326.65
5644	BET2: Etagere, <i>Black</i>	\$ 217.75	\$ 326.65
5645	BPDL: Pedestal w/Locking Door, <i>Black</i>	\$ 322.00	\$ 483.00
5646	BPDA: Pedestal, <i>Grey Nebula 12x12x42</i>	\$ 159.75	\$ 239.65
5647	BPDB: Pedestal, <i>Graphite Nebula 12x12x42</i>	\$ 159.75	\$ 239.65
5648	BPDC: Pedestal, <i>Grey Nebula 18x18x30</i>	\$ 216.00	\$ 324.00
5649	BPDD: Pedestal, <i>Graphite Nebula 18x18x30</i>	\$ 216.00	\$ 324.00
5650	BPDE: Pedestal, <i>Grey Nebula 24x24x36</i>	\$ 272.25	\$ 408.40
5651	BPDF: Pedestal, <i>Graphite Nebula 24x24x36</i>	\$ 272.25	\$ 408.40
5652	BPDG: Pedestal, <i>Grey Nebula 24x24x42</i>	\$ 287.00	\$ 430.50
5653	BPDH: Pedestal, <i>Graphite Nebula 24x24x42</i>	\$ 287.00	\$ 430.50
5654	BPDJ: Pedestal, <i>Grey Nebula 30x30x42</i>	\$ 310.00	\$ 465.00
5655	BPDK: Pedestal, <i>Graphite Nebula 30x30x42</i>	\$ 310.00	\$ 465.00
OFFICE & UTILITY FURNITURE			
5656	BJD1: Executive Desk, <i>Maple</i>	\$ 349.75	\$ 524.65
5657	BJD2: Executive Desk, <i>Brandy</i>	\$ 331.25	\$ 496.90
5658	BCR1: Storage Credenza, <i>Maple</i>	\$ 366.00	\$ 549.00
5659	BCR2: Storage Credenza, <i>Brandy</i>	\$ 333.00	\$ 499.50
5660	BL21: Lateral File, <i>Maple</i>	\$ 292.25	\$ 438.40
5661	BL22: Lateral File, <i>Brandy</i>	\$ 272.25	\$ 408.40
5662	BP01: Lecturn Podium, <i>Cherry</i>	\$ 206.25	\$ 309.40
5663	BP02: Podium, <i>Adjustable Height</i>	\$ 428.75	\$ 643.15
5664	BP03: Kiosk, <i>Black/Maple</i>	\$ 327.75	\$ 491.65
5665	BCEP3: Training Table, <i>Privacy Panel/Grey</i>	\$ 211.50	\$ 317.25
5666	BCEP5: Computer Table, <i>Graphite Nebula</i>	\$ 217.50	\$ 326.25
5667	BWD2: Writing Desk, <i>Graphite</i>	\$ 217.25	\$ 325.90
LAMPS			
5668	BLAF: Lumalight Lamp, <i>Red</i>	\$ 217.25	\$ 325.90
5669	BLAD: Lumalight Lamp, <i>White</i>	\$ 217.25	\$ 325.90
5670	BLAE: Lumalight Lamp, <i>Orange</i>	\$ 217.25	\$ 325.90
5671	BLA1: Floor Lamp, <i>Pewter</i>	\$ 107.75	\$ 161.65
5672	BLA2: Parisian Lamp, <i>Pewter</i>	\$ 106.25	\$ 159.40
5673	BLA3: Lamp, <i>Ruby</i>	\$ 106.25	\$ 159.40

PLACE ORDER HERE

ITEM #	DESCRIPTION	PRICE	QTY	TOTAL PRICE
				\$
				\$
				\$

Prices include delivery, installation, rental, and removal.

Orders received after the discount deadline date are subject to availability and/or substitutions.

Custom orders are available. Please call for quote.

Cancellation Policy: Items cancelled will be charged 100% of original price after move-in begins.

I agree in placing this order that I have accepted GES Payment Policy and GES Terms & Conditions of Contract.

Authorized Signature - Please Sign:

1. Total All Items Ordered	\$
2. 6% Rental Tax	\$
3. Add 2% PSP	\$
4. Payment Enclosed	\$
AUTHORIZED NAME - PLEASE PRINT	DATE

Click Here to View Standard Exhibits Brochure

Search Engine Strategies

Chicago Hilton & Towers • December 5 - 6, 2006

DISCOUNT DEADLINE DATE:

November 15, 2006

COMPANY NAME	EMAIL ADDRESS	BOOTH NUMBER
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PRICE LIST			
ITEM #	DESCRIPTION	DISCOUNT PRICE	REGULAR PRICE
20' X 20' EXHIBITS			
2202	20x20 Island/Peninsula	\$12,525.20	\$18,787.80
2211	20x20 Island/Peninsula	\$19,677.00	\$29,515.50
2216	20x20 Island	\$19,760.20	\$29,640.30
5105	20x20 Island	\$ 9,015.85	\$13,523.80
10' X 20' EXHIBITS			
1206	10x20 Inline, White Hardwall Only	\$ 6,049.85	\$ 9,074.80
1209	10x20 Inline	\$ 8,386.60	\$12,579.90
1210	10x20 Inline, White Hardwall Only	\$ 6,049.85	\$ 9,074.80
1215	10x20 Inline	\$ 8,872.50	\$13,308.75
1216	10x20 Inline	\$12,113.60	\$18,170.40
5104	10x20 Inline	\$ 6,063.75	\$ 9,095.65
10' X 10' EXHIBITS			
1101	10x10 Inline	\$ 5,504.90	\$ 8,257.35
1107	10x10 Corner	\$ 5,854.55	\$ 8,781.85
1114	10x10 Inline	\$ 4,376.95	\$ 6,565.40
1118	10x10 Inline	\$ 4,400.55	\$ 6,600.85
1119	10x10 Inline	\$ 4,365.90	\$ 6,548.85
5004	10x10 Inline, White Hardwall Only	\$ 1,640.10	\$ 2,460.15
5006	10x10 Inline, White Hardwall Only	\$ 1,659.00	\$ 2,488.50
5007	10x10 Inline, White Hardwall Only	\$ 1,690.75	\$ 2,536.15
5008	10x10 Inline, White Hardwall Only	\$ 1,180.75	\$ 1,771.15
5009	10x10 Inline, White Hardwall Only	\$ 1,576.05	\$ 2,364.10
5101	6' Tabletop Display	\$ 1,379.15	\$ 2,068.75
5102	10x10 Inline	\$ 1,462.15	\$ 2,193.25
5103	10x10 Inline	\$ 2,758.10	\$ 4,137.15

Delivery, installation, rental, and dismantling are included in package price.

ITEM #	DESCRIPTION	DISCOUNT PRICE	REGULAR PRICE
ACCESSORIES			
5011	Hardwall Arm Light, Black or White	\$ 55.65	\$ 83.50
5106	Information Counter, 1 Meter	\$ 328.90	\$ 493.35
5107	Information Counter, 2 Meter	\$ 455.95	\$ 683.95
5108	Information Counter, 1 Meter Curved	\$ 658.35	\$ 987.55
5109	Shelf, 1 Meter x 10"	\$ 49.90	\$ 74.85
5110	Slatwall, 1 Meter x 8'	\$ 417.10	\$ 625.65
5112	Arm Light, Black or White	\$ 70.60	\$ 105.90
5113	Wirewall Panel, Black or White	\$ 407.40	\$ 611.10
5114	Tackboard, 4' x 8'	\$ 476.70	\$ 715.05
5115	Light Box, Small, Graphics Not Included	\$ 295.30	\$ 442.95
5116	Light Box, Medium, Graphics Not Included	\$ 478.30	\$ 717.45
5117	Light Box, Large, Graphics Not Included	\$ 605.60	\$ 908.40
SLATWALL ACCESSORIES			
5012	Shelf, 1 Meter x 10"	\$ 49.90	\$ 74.85
5013	Waterfall, 7 Ball	\$ 22.30	\$ 33.45
5014	Waterfall, Hooks	\$ 22.30	\$ 33.45
5015	Hook, 4", 6", or 8"	\$ 5.25	\$ 7.90
5016	Hangbar, 1 Meter	\$ 54.10	\$ 81.15
5017	Hangbar, 2 Meter	\$ 121.30	\$ 181.95
SMOOTHWALL GRID ACCESSORIES			
5018	Waterfall, 7 Ball	\$ 22.30	\$ 33.45
5019	Hook, 4", 6", or 8"	\$ 5.25	\$ 7.90
5020	Hangbar, 1 Meter	\$ 54.10	\$ 81.15
5021	Hangbar, 2 Meter	\$ 121.30	\$ 181.95
5028	Grid Panel	\$ 105.25	\$ 157.90

Cancellation Policy: Due to material and labor costs, orders cancelled before move-in begins will be charged 50% of original price. Similarly, orders cancelled after move-in will be charged 100%.

PLEASE INDICATE CHOICE	PLACE ORDER HERE
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- **16 oz. Standard Carpet Color** (Item #'s 1101-5009, 5102-5105 ONLY). Gray will be provided if no color is indicated below:

<input type="checkbox"/> Black	<input type="checkbox"/> Forest Green	<input type="checkbox"/> Red
<input type="checkbox"/> Blue	<input type="checkbox"/> Gray	<input type="checkbox"/> Stone Blue
<input type="checkbox"/> Burgundy	<input type="checkbox"/> Purple	<input type="checkbox"/> Teal
- **Choose Fabric or Laminate Panel Type (a or b), and then select Color** (Item #'s 1101-1119, 1209, 1215-2216, 5101-5108, 5115-5117 ONLY). Gray Fabric Panel will be provided if no color or type is indicated below:
 - a. Fabric Panel:

<input type="checkbox"/> Black	<input type="checkbox"/> Blue	<input type="checkbox"/> Gray
--------------------------------	-------------------------------	-------------------------------
 - b. Laminate Panels:

<input type="checkbox"/> Black	<input type="checkbox"/> Oxford White
<input type="checkbox"/> Prism Blue	<input type="checkbox"/> Silver Gray
- **Trim Metal Color** (Item #'s 1101-1119, 1209, 1215-2216, 5101-5108, 5115-5117 ONLY). Silver will be provided if no color is indicated below:

<input type="checkbox"/> Black	<input type="checkbox"/> Silver
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- **Arm Light:** Black White
- **Wirewall Panel:** Black White
- **Plexi:** Clear Smoke
- **Electrical Under Carpet?** Yes No
- **Table Skirt Color** (Item # 5101 ONLY). Gray will be provided if no color is indicated below:

<input type="checkbox"/> Beige	<input type="checkbox"/> Forest Green	<input type="checkbox"/> Purple
<input type="checkbox"/> Black	<input type="checkbox"/> Gold	<input type="checkbox"/> Red
<input type="checkbox"/> Blue	<input type="checkbox"/> Gray	<input type="checkbox"/> Teal
<input type="checkbox"/> Burgundy	<input type="checkbox"/> Mauve	<input type="checkbox"/> White

ITEM #	DESCRIPTION	PRICE	QTY	TOTAL PRICE		
				\$		
				\$		
				\$		
				\$		
				\$		
				\$		
				\$		
				\$		
I agree in placing this order that I have accepted GES Payment Policy and GES Terms & Conditions of Contract.			1. Total All Items Ordered	\$		
			2. 6% Rental Tax	\$		
			3. Add 2% PSP	\$		
			4. Payment Enclosed	\$		
Authorized Signature – Please Sign: X		<table border="1" style="width:100%; border-collapse: collapse;"> <tr> <td style="width:80%;">AUTHORIZED NAME - PLEASE PRINT</td> <td>DATE</td> </tr> </table>			AUTHORIZED NAME - PLEASE PRINT	DATE
AUTHORIZED NAME - PLEASE PRINT	DATE					

CUSTOM ID SIGN An EPS Vector format file with all fonts converted to outline and hard copy must be received with this order to receive a Custom ID Sign. Signs will be black text on white. Color signs is additional, please call for a quote.

If Custom ID is not required, please indicate ID copy. Print or type.

- For Additional Custom Graphics, please send a request to email address gesgraphics@ges.com
- For Custom Exhibits, please send a request to email address exhibitdesign@ges.com

063005



Graphics & Signage Order Form

RETURN TO: GES Exposition Services • 7050 Lindell Road, Las Vegas, NV 89118-4702 • Phone: 800.475.2098 • FAX: 866.329.1437
International Exhibitors Only: Phone: 702.515.5970 • FAX: 702.263.1520 Contact us Online: www.ges.com/contact

Search Engine Strategies
Chicago Hilton & Towers • December 5 - 6, 2006

DISCOUNT DEADLINE DATE:
November 15, 2006

COMPANY NAME _____ EMAIL ADDRESS _____ BOOTH NUMBER _____

PRICE LIST

ITEM #	DESCRIPTION	DISCOUNT PRICE	REGULAR PRICE
5905	7" x 11" Sign	\$ 24.00	\$ 36.00
5906	7" x 44" Sign	\$ 34.75	\$ 52.25
5907	11" x 14" Sign	\$ 24.00	\$ 36.00
5908	14" x 22" Sign	\$ 34.75	\$ 52.25
5909	14" x 44" Sign	\$ 69.50	\$ 104.25
5910	22" x 28" Sign	\$ 69.50	\$ 104.25
5911	28" x 44" Sign	\$ 138.75	\$ 208.25
5912	10" x 60" Sign	\$ 67.75	\$ 101.75
5913	20" x 60" Sign	\$ 135.25	\$ 203.00
5914	40" x 60" Sign	\$ 270.50	\$ 405.75
5915	48" x 96" Sign	\$ 519.25	\$ 779.00
5930	Additional Words cost/word	\$ 2.60	\$ 3.90
5931	Easel Back	\$ 7.80	\$ 11.70

All standard signs are digitally produced on foamcore. Standard signs include up to 10 words and a selection of colors.



GES maintains fully-equipped graphics shops that offer:

- Graphic Design
- Desktop Publishing
- Backlit Graphics
- Vinyl Graphics
- Graphics Presentation
- Large Format Printing
- POP Displays
- Lamination
- Logo Reproduction
- Vinyl Banners

For custom work and quotation, please contact us at:
gesgraphics@ges.com

PLEASE INDICATE CHOICE PLACE ORDER HERE

- **Background Color** (Item #'s 5905-5915 ONLY). White will be provided if no color is indicated below:
 - Black Green White
 - Blue Red Yellow
- **Copy Color** (Item #'s 5905-5930 ONLY). Black will be provided if no color is indicated below:
 - Black Green White
 - Blue Red Yellow
- **Indicate Physical Alignment** (Item #'s 5905-5915 ONLY).
 - Horizontal Vertical

ITEM #	DESCRIPTION	PRICE	QTY	TOTAL PRICE
				\$
				\$
				\$
				\$
				\$
				\$

I agree in placing this order that I have accepted GES Payment Policy and GES Terms & Conditions of Contract.

Authorized Signature – Please Sign: **X**

1. Total All Items Ordered	\$
2. 9% Sales Tax	\$
3. Add 2% PSP	\$
4. Payment Enclosed	\$

AUTHORIZED NAME - PLEASE PRINT _____ DATE _____



Please Print. Attach a layout to this form if necessary.

063005



Search Engine Strategies

Chicago Hilton & Towers • December 5 - 6, 2006

Sending your graphic and image files to the GES Creative Services Department

We want your graphics and images to look their absolute best. We are committed to partnering with you in order to provide the most comprehensive and effective solutions in the trade show industry. The graphic print and production industry is continuously evolving and in order to insure the best quality graphics and images from your digital files and to make file transfers as seamless as possible, we are pleased to provide you with guidelines for submission of your art to GES. If you are unable to provide digital artwork for your signage needs, GES is capable of providing you with layout services. Additional fees will apply. Contact your GES representative for details.

Acceptable Media: All media should be formatted for use on a PC*

- Floppy disk - 3.5"
- Iomega Zip disk – 100 MB
- CD-ROM (CD-R or CD-RW)
- DVD-ROM (DVD-R *only*)
- Email attachment (limited to maximum size of 2mb)

When sending disks, label them as follows: *Exhibitor Name / Show / Show Date / City of event*

**For disk types not listed above, please contact a Creative Services Professional (see the "Still have Questions? Section below)*

Acceptable File Formats**

VECTOR

This type of artwork is resolution independent and hence can be enlarged or reduced without any loss of quality.

<i>EXTENSION</i>	<i>PROGRAM</i>	<i>VERSION</i>
.cdr	Corel Draw	Version 11.0 or earlier
.eps	Encapsulated Postscript	An export option of various programs (vector .eps preferred)
.ai	Adobe Illustrator	Version 10.0 or earlier

BITMAP: If you have bitmap art, it is best to save your artwork in a 1 to 1 (full size) output ratio at 150-300 dpi. Lower resolutions or ratios will result in lower image quality. File size should not exceed 100 MB.

AVOIDING ADDITIONAL COSTS: Files obtained from the internet (.jpg or .gif) or artwork created in MS Office applications (Word, Excel, PowerPoint, etc.) are often not suitable for high quality output, and often require additional hourly charges. To avoid additional costs associated with these file types, please supply files in accordance with the defined criteria listed above.

***For file types not listed here (QuarkExpress, FreeHand, InDesign or .PDF files), please contact a Creative Services Professional.*

Typeface/Font Handling

Convert all fonts to outlines before saving your file for transfer. If you do not convert your fonts to outlines, font substitution will occur, resulting in unexpected output. Remember that once fonts are converted to outlines they are no longer editable.

Proofs and Colors:

IMPORTANT: *Always send 100% accurate proofs (color laser prints) with your disk. Identify all specific spot colors (PMS) within your file and on the provided proofs. In the absence of color specifications, all graphics will be produced as is without color corrections.*

Still Have Questions?

If you still have questions or concerns about your artwork, file formats and method of delivery, please contact us at gesgraphics@ges.com (please indicate what city your event is being held in).

[Click Here to View Installation & Dismantling Brochure](#)

Search Engine Strategies

Chicago Hilton & Towers • December 5 - 6, 2006

DEADLINE DATE:
November 15, 2006

COMPANY NAME	EMAIL ADDRESS	BOOTH NUMBER
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PLEASE COMPLETE THIS FORM FOR ALL DISPLAY LABOR NEEDED. TO DETERMINE IF YOU NEED DISPLAY LABOR, PLEASE READ THIS FORM CAREFULLY.

- Display Labor is required for all installation and dismantling of exhibits, including signs and floor covering installation.
- Exhibitor may unpack and place merchandise.
- Full - time employees of the exhibiting company may install and dismantle displays if one person can accomplish the task in one-half (1/2) hour or less without the use of tools.
- **GES will not be responsible for any loss or damage arising from the installation, unpacking, dismantlement or packing of exhibitor property.**

IMPORTANT INFORMATION & RATES

All exhibitors requesting labor must go to labor dispatch to confirm labor requests. All labor and equipment requests should be confirmed by 2:00 pm the day prior, with the exception of the first day of move in. Requested starting times cannot be guaranteed, however, every effort is made to meet all requests. GES reserves the right to dispatch all labor calls based upon availability of labor crews and the order that the requests are confirmed. Upon completion of work an exhibitor representative must return to labor dispatch to sign the completed work ticket and confirm accuracy of the work order. No adjustments will be made after the fact. Equipment and labor cancelled without a 24 hour notice will be charged a one (1) hour cancellation fee per worker and equipment ordered. If the labor and equipment is not used at the time confirmed there will be a one (1) hour no-show fee charged per worker and equipment ordered.

The minimum charge for labor is one (1) hour per worker. Labor thereafter is charged in one (1) hour increments. **GRATUITIES IN ANY FORM, INCLUDING CASH, GIFTS, OR LABOR HOURS FOR WORK NOT ACTUALLY PERFORMED ARE PROHIBITED BY GES.** GES requires the highest standards of integrity from all employees. Please call our confidential Always Honest hotline at 866.225.8230 to report fraudulent or unethical behavior. All rates are subject to change if necessitated by increased labor and material costs.

ADVANCE DISPLAY LABOR RATES AS FOLLOWS IF ORDERED BY ABOVE DEADLINE DATE:

Straight Time	Monday through Friday 8:00 AM to 4:30 PM	\$ 93.50 per hour
Overtime	Saturdays 8:00 AM to 4:30 PM	\$ 140.50 per hour
Double Time	All other times, Sundays & Holidays, except as noted	\$ 177.75 per hour

ONSITE DISPLAY LABOR RATES AS FOLLOWS IF ORDERED AFTER ABOVE DEADLINE DATE:

Straight Time	Monday through Friday 8:00 AM to 4:30 PM	\$ 117.00 per hour
Overtime	Saturdays 8:00 AM to 4:30 PM	\$ 175.25 per hour
Double Time	All other times, Sundays & Holidays, except as noted	\$ 222.00 per hour

PLEASE INDICATE SERVICE	PLACE ORDER HERE
-------------------------	------------------

- GES SUPERVISED (OK TO PROCEED)**
Please complete "Key Information" form (L-2)
 GES will supervise labor to:
- Unpack and install display before exhibitor arrival at show site.
 - Dismantle, pack, and arrange to ship display after show closing.
 - Subject to terms and conditions of all GES policies, including terms and conditions of contract, including but not limited to subparagraph VI, Labor.
- A 25% (\$50.00 minimum) surcharge will be added to the labor rates above for this professional supervision.*
- EXHIBITOR SUPERVISED (DO NOT PROCEED)**
 Exhibitor will supervise.
- Indicate workers needed for installation and dismantling
 - GES will **not** be responsible for any loss or damage arising from the installation, unpacking, dismantlement or packing of exhibitor property.
- GES is responsible for the following type of booth:**
- Pop-up Two Story Custom
 Other: _____

SCHEDULE DATE(S)	SCHEDULE START TIME	SCHEDULE END TIME	TOTAL # OF HOURS	TOTAL # OF WORKERS	LABOR RATE	TOTAL	
	AM PM	AM PM				\$	
	AM PM	AM PM				\$	
	AM PM	AM PM				\$	
	AM PM	AM PM				\$	
I agree in placing this order that I have accepted GES Payment Policy and GES Terms & Conditions of Contract.						1. Total Labor Ordered	\$
						2. 25% (\$50.00) GES Supervision	\$
						3. Add 2% PSP	\$
						4. Payment Enclosed	\$
Authorized Signature: X							
						AUTHORIZED NAME - PLEASE PRINT	DATE

Please estimate the number of workers and hours per worker needed for installation and dismantling above. Invoice will be calculated according to actual hours worked.



Key Information

RETURN TO: GES Exposition Services • 7050 Lindell Road, Las Vegas, NV 89118-4702 • Phone: 800.475.2098 • FAX: 866.329.1437
International Exhibitors Only: Phone: 702.515.5970 • FAX: 702.263.1520 Contact us Online: www.ges.com/contact

All orders are governed by the GES Payment Policy and GES Terms & Conditions of Contract as specified in this Exhibitor Kit.

Search Engine Strategies

Chicago Hilton & Towers • December 5 - 6, 2006

DEADLINE DATE:
November 15, 2006

COMPANY NAME	EMAIL ADDRESS	BOOTH NUMBER
--------------	---------------	--------------

Inbound Freight Information

Carrier _____ Shipped By _____ Date _____
 Number of Pieces _____ Weight _____ Pro Number _____
 Target Date _____ Loose Display _____ Crated Display _____
 Shipped To: (Check One) Warehouse Showsite

Set-up Information for GES Installation

Set Up Drawings Attached _____ Rental Carpet Color _____
 Set Up Drawings With Exhibit _____ Own Carpet Color _____
 Case/Crate Number _____ Padding _____
 Number of Workers required for set up _____ Approximate time for set up _____
 Forklift Ordered Hrs. _____ Time _____ Special Equipment Required _____

Did You Order —

Electrical Yes No Electrical Under Carpet Yes No
 Electrical Drawings Attached Sent to the Official Electrical Contractor With the Exhibit
 Booth Cleaning Yes No Other Items _____
 Furniture Yes No _____
 A/V Furniture Yes No _____
 Telephone Yes No _____

Outbound Freight Information

Outbound Freight Charges _____ Consigned To _____
 Prepaid Collect Address _____
 Bill To _____ City/State/Zip _____
 _____ Second Consignee _____
 _____ Address _____
 GES Storage _____ City/State/Zip _____
 Method GES Logistics Common Carrier AirFreight Vanline Other _____
 Carrier (if known) _____
 Contact _____ Phone _____

Emergency Contact Information / Showsite Contact

Name _____ Title _____
 Telephone _____
 Other Means of Contacting This Person _____
 Contact's Hotel _____ Arrival _____ Departure _____
 Purchasing Authorization Yes No



Decorator Installation & Dismantling Order Form

L-3

RETURN TO: GES Exposition Services • 7050 Lindell Road, Las Vegas, NV 89118-4702 • Phone: 800.475.2098 • FAX: 866.329.1437
International Exhibitors Only: Phone: 702.515.5970 • FAX: 702.263.1520 Contact us Online: www.ges.com/contact

Search Engine Strategies

Chicago Hilton & Towers • December 5 - 6, 2006

DEADLINE DATE:
November 15, 2006

COMPANY NAME	EMAIL ADDRESS	BOOTH NUMBER
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**PLEASE COMPLETE THIS FORM FOR ALL DISPLAY LABOR NEEDED.
TO DETERMINE IF YOU NEED DISPLAY LABOR, PLEASE READ THIS FORM CAREFULLY.**

- Decorator Labor is required for all installation and removal of drape, all cloth or substitute materials and all signs except electrical.
- Work must be done under the supervision of exhibitor or his representative
- Full - time employees of the exhibiting company may install and dismantle displays if one person can accomplish the task in one-half (1/2) hour or less without the use of tools.
- **GES will not be responsible for any loss or damage arising from the installation, unpacking, dismantlement or packing of exhibitor property.**

IMPORTANT INFORMATION & RATES

All exhibitors requesting labor must go to labor dispatch to confirm labor requests. All labor and equipment requests should be confirmed by 2:00 pm the day prior, with the exception of the first day of move in. Requested starting times cannot be guaranteed, however, every effort is made to meet all requests. GES reserves the right to dispatch all labor calls based upon availability of labor crews and the order that the requests are confirmed. Upon completion of work an exhibitor representative must return to labor dispatch to sign the completed work ticket and confirm accuracy of the work order. No adjustments will be made after the fact. Equipment and labor cancelled without a 24 hour notice will be charged a one (1) hour cancellation fee per worker and equipment ordered. If the labor and equipment is not used at the time confirmed there will be a one (1) hour no-show fee charged per worker and equipment ordered.

The minimum charge for labor is one (1) hour per worker. Labor thereafter is charged in one (1) hour increments. **GRATUITIES IN ANY FORM, INCLUDING CASH, GIFTS, OR LABOR HOURS FOR WORK NOT ACTUALLY PERFORMED ARE PROHIBITED BY GES.** GES requires the highest standards of integrity from all employees. Please call our confidential Always Honest hotline at 866.225.8230 to report fraudulent or unethical behavior. All rates are subject to change if necessitated by increased labor and material costs.

ADVANCE DISPLAY LABOR RATES AS FOLLOWS IF ORDERED BY ABOVE DEADLINE DATE:

Straight Time	Monday through Friday 8:00 AM to 4:30 PM	\$ 93.50 per hour
Overtime	Saturdays 8:00 AM to 4:30 PM	\$ 140.50 per hour
Double Time	All other times, Sundays & Holidays, except as noted	\$ 177.75 per hour

ONSITE DISPLAY LABOR RATES AS FOLLOWS IF ORDERED AFTER ABOVE DEADLINE DATE:

Straight Time	Monday through Friday 8:00 AM to 4:30 PM	\$ 117.00 per hour
Overtime	Saturdays 8:00 AM to 4:30 PM	\$ 175.25 per hour
Double Time	All other times, Sundays & Holidays, except as noted	\$ 222.00 per hour

PLEASE INDICATE SERVICE	PLACE ORDER HERE
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- GES SUPERVISED (OK TO PROCEED)**
Please complete "Key Information" form (L-2)
GES will supervise labor to:
- Unpack and install display before exhibitor arrival at show site.
 - Dismantle, pack, and arrange to ship display after show closing.
 - Subject to terms and conditions of all GES policies, including terms and conditions of contract, including but not limited to subparagraph VI, Labor.
- A 25% (\$50.00 minimum) surcharge will be added to the labor rates above for this professional supervision.*
- EXHIBITOR SUPERVISED (DO NOT PROCEED)**
Exhibitor will supervise.
- Indicate workers needed for installation and dismantling
 - GES will **not** be responsible for any loss or damage arising from the installation, unpacking, dismantlement or packing of exhibitor property.
- **GES is responsible for the following type of booth:**
- Pop-up Two Story Custom
 Other: _____

SCHEDULE DATE(S)	SCHEDULE START TIME	SCHEDULE END TIME	TOTAL # OF HOURS	TOTAL # OF WORKERS	LABOR RATE	TOTAL	
	AM	AM				\$	
	PM	PM				\$	
	AM	AM				\$	
	PM	PM				\$	
I agree in placing this order that I have accepted GES Payment Policy and GES Terms & Conditions of Contract.						1. Total Labor Ordered	\$
						2. 25% (\$50.00) GES Supervision	\$
						3. Add 2% PSP	\$
						4. Payment Enclosed	\$
Authorized Signature: X						AUTHORIZED NAME - PLEASE PRINT	DATE

Please estimate the number of workers and hours per worker needed for installation and dismantling above. Invoice will be calculated according to actual hours worked.

060305

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Chicago Hilton & Towers • December 5 - 6, 2006

OFFICIAL SERVICE CONTRACTORS

Show Management, acting on behalf of all Exhibitors and in the best interest of the exposition, has appointed Official Service Contractors to perform and provide necessary services and equipment. Official Service Contractors are appointed to:

- Insure the orderly and efficient installation and removal of the overall exposition,
- Assure the distribution of labor to all Exhibitors according to need,
- Provide sufficient labor to satisfy the requirements of Exhibitors and for the exposition itself,
- See that the proper type and limits of insurance are in force, and
- Avoid any conflict with local union and/or exhibit hall regulations and requirements.

The Official Service Contractors will provide all usual trade show services, including labor. Exceptions are:

- a. Supervision may be provided by the Exhibitor.
- b. The Exhibitor may appoint an exhibit installation contractor or display builder.

In both such instances, GES shall have no liability to any party for damage or injuries caused by exhibitor or its third party agents.

EXHIBITOR APPOINTED CONTRACTORS

Exhibitors may employ the service of independent contractors to install and dismantle their display, providing the Exhibitor and the installation and dismantling contractor comply with the following requirements:

1. The Exhibitor must notify Show Management in writing and GES Exposition Services of the intention to utilize an independent contractor no later than 30 days prior to the first move-in day, furnishing the name, address and telephone number of the firm.
2. The Exhibitor shall provide evidence that the Exhibitor Appointed Contractor has proper certificates of insurance with at least the minimum as described below, unless show management requires more
 - a. Comprehensive General Liability not less than \$2,000,000 with respect to injuries to any one person in an occurrence.
 - b. \$2,000,000 with respect to injuries to more than one person in any occurrence.
 - c. Workers' Compensation Insurance including employee liability coverage, in a minimum amount not less than \$2,000,000 of individual and/or aggregate coverage and/or statutory limitation.
 - d. **GES Exposition Services and Show Management must be named as additional insureds.** Any exhibitor who has identified a exhibitor appointed contractor, "EAC" must insure that the EAC has a current Certificate of Insurance on file with GES or Show Management, evidencing the correct coverage at least 10 days prior to the first date of move-in for the show or the EAC will not be able to have access to the facility to perform any work.
3. The exposition floor, aisles, loading docks, service and storage areas will be under the control of the Official Service Contractor, GES Exposition Services.
4. For services such as electrical, plumbing, telephone, cleaning, and drayage, no contractor other than the Official Service Contractors will be approved. This regulation is necessary of licensing, insurance, and work done on equipment and facilities owned by parties other than the Exhibitor. Exhibitors shall provide only the material and equipment they own and is to be used in their exhibit space.
5. The Exhibitor Appointed Contractor:
 - a. Must agree to abide by all rules and regulations of the show, as outlined in this exhibitor kit, including all union rules and regulations.
 - b. Must have all business licenses, permits, and Worker's Compensation Insurance required by the State and City governments and the convention facility management prior to commencing work, and shall provide Show Management with evidence of compliance. All Certificates of Insurance shall name both GES Exposition and Show Management as additional insureds. See attached example.
 - c. Will share with GES Exposition Services all reasonable costs related to its operation, including but not limited to overtime pay for stewards, restoration of exhibit space to its initial condition.
 - d. Must furnish Show Management and GES Exposition Services with the names of all on-site employees who will be working on the exposition floor and see that they have and wear at all times necessary identification badges as determined by Show Management.
 - e. Shall be prepared to show evidence that it has a valid authorization from the Exhibitor for services. The Exhibitor Appointed Contractor may not solicit business on the exhibit floor.
 - f. Must confine its operations to the exhibit area of its clients. No service desks, storage areas, or other work facilities will be located anywhere in the building. The show aisles and public space are not a part of the Exhibitor's booth space and must be kept clear.
 - g. Shall provide, if requested, evidence to GES Exposition Services that it possesses applicable and current labor contracts and must comply with all labor agreements and practices. The Exhibitor Appointed Contractor must not commit or allow to be committed by persons in its employment any acts that could lead to work stoppages, strikes, or labor problems.
 - h. Must coordinate all of its activities with GES Exposition Services.
 - i. Must comply with all reasonable rules and regulations of the venue, Show Management, and/or Official Services Contractor in order to create a safe work environment. A failure to do so can result in a delay or termination of your right to continue if the condition cannot be corrected.
6. All information must be received in the GES Exposition Services office no later than 10 days prior to the show.



Notice of Intent to Use Exhibitor-Appointed Contractor

L-5

RETURN TO: GES Exposition Services • 7050 Lindell Road, Las Vegas, NV 89118-4702 • Phone: 800.475.2098 • FAX: 866.329.1437
International Exhibitors Only: Phone: 702.515.5970 • FAX: 702.263.1520 Contact us Online: www.ges.com/contact

All orders are governed by the GES Payment Policy and GES Terms & Conditions of Contract as specified in this Exhibitor Kit.

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Chicago Hilton & Towers • December 5 - 6, 2006

DEADLINE DATE:
November 15, 2006

COMPANY NAME	EMAIL ADDRESS	BOOTH NUMBER
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A non-Official Contractor is a company other than the "general or official" service provider on the show, or third party service provider designated by show management in the exhibitor kit as the provider of a specific service and requires access to your booth during installation and dismantling. The non-official contractor may only provide services in the venue, which are not designated by the venue as "exclusive" to a venue provider, or by show management in a contract as an exclusive service for the "official" or "general" contractor or other third party. If a non-official contractor attempts to provide services designated to another party as "exclusive" or is caught soliciting on the show floor or otherwise does not comply with the rules, the company may be removed from the show floor, and the exhibitor will not be able to use that company for the remainder of the event.

Due to the necessity of coordinating all activities during the move-in and for security purposes, exhibitors who choose to use these contractors must complete this form, comply with all rules and regulations (listed below) and supply GES Exposition Services with all necessary information by the deadline date indicated above.

Contract/Display House _____

Street Address _____

City, State, Zip _____

Phone (area code _____) _____ Fax (area code _____) _____

Contact: _____

Description of Proposed Service for Exhibitor: _____

This form will only be accepted if filled out by an authorized representative of the exhibiting company. Below are the Rules and Regulations regarding Non-Official Contractors. Everyone must abide by these rules, which are accepted industry rules that were drafted by the International Association for Exposition Managers.

Rules & Regulations

- All non-official contractors must comply with show rules and regulations, and accept appropriate liability for any negligent actions.
- The non-official contractors shall be prepared to show evidence to the official that it possesses applicable and current contracts.
- The non-official contractors shall be prepared to show evidence it has authorization from the contractor.
- The exhibitor agrees that he is ultimately responsible for all services in connection with his exhibit, including freight, drayage, rentals and labor.
- The exhibitor appointed contractor shall provide certificates of insurance and must agree in writing no later than 30 days prior to show opening.
- The non-official contractor will share with the official contractor all reasonable costs related to its operation, including overtime pay for stewards, restoration of exhibit space to its initial condition, etc. Where applicable a one hour minimum labor charge will be charged at the appropriate steward rate of pay per day/per union to either the EAC/exhibitor depending upon the billing arrangement set up with GES. (Based upon EAC not number of booths)
- The non-official contractor will not be permitted on the exhibit floor during the show days unless provided a proper registration badge by the exhibiting company.
- The show aisles and public spaces are not part of the exhibitor's booth. Therefore, the non-official contractor is required to confine all activities to the exhibit space of the exhibitor who has given the valid order for services.
- Solicitation on the exhibit floor is prohibited. Any EAC or Non-official contractor engaged in any solicitation on the exhibit floor including the distribution of official company literature will be removed from the exhibit floor, unless pre-approved in writing by show management or GES management.
- During show hours, only exhibit badges will be permitted on the exhibit floor. No installation and dismantling crew members will be permitted on the exhibit floor during show hours without the proper Conven-

tion name badge supplied by the exhibiting company. These badges should be ordered through the complimentary allotment of registration forms sent to each exhibiting company.

For insurance and safety reasons, the official contractor designated in this service kit must be used for services such as:

Electrical	Plumbing	Booth Cleaning	Decorator Labor
Telephone	Drayage	Rigging	Millwright Work

No exceptions will be made

Tips to Exhibitor Appointed Contractors (EACs)

- Order services required from GES and the Exhibit Hall in advance. Ordering labor or services onsite which contractors may not be prepared to provide immediately, may delay the set-up of your booth or force your set-up into overtime.
- Take steps to protect your client's product in the booth by arranging for booth security and/or cages.
- Please stay out of adjacent booths during set-up.
- Label empty cartons and crates for storage as soon as they are ready. Holding back on "empties" only adds congestion to the aisles.
- Do not store empty cartons inside of empty crates. Cartons are returned from storage first so exhibitors may begin packing their product.
- Keep "No Freight Aisles" clear at all times. If GES is required to rearrange any material situated in a clearly identified "No Freight Aisle" you or your client depending upon your billing arrangements with GES will be charged a one hour minimum for forklift rental and labor.
- Turn in outbound freight bills to the service desk on a timely basis. Holding freight bills until late in the day, or turning in large amounts of freight bills to the service desk at one time may delay outbound truck scheduling and subsequently force your loading out into overtime.

060305



Cleaning Order Form

J-1

RETURN TO: GES Exposition Services • 7050 Lindell Road, Las Vegas, NV 89118-4702 • Phone: 800.475.2098 • FAX: 866.329.1437
International Exhibitors Only: Phone: 702.515.5970 • FAX: 702.263.1520 Contact us Online: www.ges.com/contact

Search Engine Strategies

Chicago Hilton & Towers • December 5 - 6, 2006

DISCOUNT DEADLINE DATE:

November 15, 2006

COMPANY NAME	EMAIL ADDRESS	BOOTH NUMBER
<p>To ensure your booth is show-ready, specify your requirements below. Please call us if you have a special need. GES is the exclusive cleaning contractor for your show and will handle all cleaning services on the exhibit floor.</p> <p>Cost of vacuuming, shampooing, mopping and waxing will be invoiced on the total area of your booth, 100 square feet minimum.</p>		

PRICE LIST

ITEM #	DESCRIPTION	DISCOUNT PRICE	REGULAR PRICE
VACUUMING			
<i>Includes emptying your wastebasket nightly.</i>			
9070	Vacuumping for Duration of Show..... price per square foot per day of show	\$ 0.32	\$ 0.48
9071	Vacuumping Per Day.....price per square foot per day	\$ 0.40	\$ 0.60
9072	Vacuumping Before Show Open Only..... price/sq ft	\$ 0.42	\$ 0.63
SHAMPOOING			
9073	Shampooing Before Show Open Only..... price/sq ft	\$ 0.47	\$ 0.71
MOPPING & WAXING			
9074	Mopping & Waxing Before Show Open Only..... price/sq ft	\$ 0.47	\$ 0.71
PERIODIC PORTER SERVICE			
<i>GES will empty wastebaskets & wipe down counters at two hour intervals, show hours only, for the duration of the show. Vacuumping not included. Calculate by your booth size.</i>			
9075	0-500 sq ft.....per day	\$ 90.30	\$ 135.45
9076	501-1500 sq ft.....per day	\$ 106.60	\$ 159.90
9077	1501-3000 sq ft.....per day	\$ 122.85	\$ 184.30
9078	3001 sq ft and above.....	Call for quote	

ADVANCE PORTER SERVICE LABOR RATES AS FOLLOWS IF ORDERED BY ABOVE DEADLINE DATE:

Use for booth wipedown, ice removal, etc. Hourly rates are listed below (4-hour Daily Minimum).

Straight Time	Monday through Friday 8:00 AM to 4:30 PM	\$ 26.50 per hour
Overtime	All other times Monday through Friday, and all day on Saturdays & Sundays	\$ 39.65 per hour
Double Time	All day on Holidays	\$ 52.75 per hour

REGULAR PORTER SERVICE LABOR RATES AS FOLLOWS IF ORDERED AFTER ABOVE DEADLINE DATE:

Use for booth wipedown, ice removal, etc. Hourly rates are listed below (4-hour Daily Minimum).

Straight Time	Monday through Friday 8:00 AM to 4:30 PM	\$ 33.15 per hour
Overtime	All other times Monday through Friday, and all day on Saturdays & Sundays	\$ 49.55 per hour
Double Time	All day on Holidays	\$ 65.95 per hour

PLEASE INDICATE SERVICE	PLACE ORDER HERE
-------------------------	------------------

➤ **Calculate Total Square Footage**
Width _____ x Length _____ = _____ Square Feet

➤ **Would you like us to call you and give you a quote for hourly porter service?**
 Yes No

➤ **Please list dates Vacuumping Per Day/Periodic Porter Service is needed:**

ITEM #	DESCRIPTION	TOTAL SQ FT	X PRICE/SQ FT	X NO.OF DAYS	= TOTAL PRICE
9070	Vacuumping Duration			2	\$
9071	Vacuumping Per Day				\$

ITEM #	DESCRIPTION	TOTAL SQ FT	X PRICE/SQ FT	= TOTAL PRICE
9072	Vacuumping Before Show Only			\$
9073	Shampooing Before Show Only			\$
9074	Mop/Wax Before Show Only			\$

ITEM #	DESCRIPTION	PRICE	X NO.OF DAYS	= TOTAL PRICE
	Periodic Porter Service			\$

I agree in placing this order that I have accepted GES Payment Policy and GES Terms & Conditions of Contract.	1. Total All Items Ordered	\$
	2. Add 2% PSP	\$
	3. Payment Enclosed	\$

Authorized Signature – Please Sign: **X**

AUTHORIZED NAME - PLEASE PRINT	DATE
--------------------------------	------

To avoid any misunderstanding regarding these services, please bring any discrepancies to our attention at the **GES Servicenter**. GES will be unable to adjust invoices after the close of the show.

060305

*** Exhibitor Information ***

Welcome Exhibitors,

In compliance with the directives of the Chicago Fire Prevention Bureau, please be aware that equipment, products, materials, or containers of any kind **may not**, under any circumstances be stored under any tables, behind any drape, or behind any booth displays. You may keep one days supply of your product or materials on display in the **open area** of your booth space.

Any items stored behind a booth display or drape will be subject to removal and placed in an off-site storage facility. These items will be returned to you at the close of the show.

If any booth is found not to be in compliance the Fire Marshal reserves the right to close down that booth. Those exhibitors not in compliance would still be responsible for any services rendered.

Thank you for your cooperation.
Hilton Chicago Management

Please return form to: Exhibit Hall



720 S. Michigan Ave. Chicago IL.60605
 Phone: (312) 922-4400 Ext. 6535
 Fax: (312) 431-6904

ELECTRICAL & PLUMBING



ORDER DEADLINE DATE
DISCOUNTED PRICES
14 DAYS PRIOR TO SHOW DATE

ELECTRICAL SERVICE				
BASIC POWER				
110/120 SINGLE PHASE				
Quantity	Discount Price	Standard Price	TOTAL	
1500 watt single outlet	\$96.00	\$140.00	\$	
2000 watt single outlet	\$103.00	\$145.00	\$	
Above 30 amps or 2000 watts		Quoted on request		
HIGH POWER				
208 SINGLE PHASE				
Quantity	Discount Price	Standard Price	TOTAL	
15 amps single outlet	\$193.00	\$250.00	\$	
20 amps single outlet	\$205.00	\$275.00	\$	
30 amps single outlet	\$308.00	\$345.00	\$	
Above 30 amps or 3000 watts		Quoted on request		
208 THREE PHASE				
Quantity	Discount Price	Standard Price	TOTAL	
15 amps single outlet	\$231.00	\$275.00	\$	
20 amps single outlet	\$308.00	\$360.00	\$	
30 amps single outlet	\$462.00	\$575.00	\$	
Above 30 amps or 3000 watts		Quoted on request		
ELECTRICAL LABOR				
One 1/2 Minimum charge for delivery and hook up of all A/V equipment (computers, monitors, on site order, etc				
STRAIGHT TIME				\$78.00
OVERTIME				\$108.00
(1/2 hour minimum)				
Outlets requiring 24-hour service or dedicated circuits will be at double the rate				

ADDITIONAL EQUIPMENT				
Quantity	Discount Price	Standard Price	TOTAL	
300 watt flood	\$65.00	\$75.00	\$	
Power Strip	\$35.00	\$42.00	\$	
(Does not include electrical)				
10' extension cord	\$10.00	\$12.00	\$	
Above 30 amps or 3000 watts		Quoted on request		
Outlets requiring 24-hour service or dedicated circuits will be at double the rates.				

PLUMBING SERVICE	
WATER, COMPRESSED AIR, WASTE LINES	
*Available on special written request: Price dependent upon location of booth. Please specify amount, size and type of service desired with detailed drawings of equipment connections. Estimated charges are subject to reasonable adjustment due to any increase in labor costs occurring before the date of the show.	
* All equipment and material furnished on this order by the Chicago Hilton shall remain the property of the hotel.	
* Check one:	_____ Steamfitter _____ PSI
	_____ Plumber (for Compressed Air Line)
(80 PSI limit)	<Written request Enclosed>

QUICK TIPS FOR EASY EXHIBITING		
* If you have questions or need assistance in completing your order, please call the Exhibit Hall Dept. at the Hilton Chicago at (312) 922-4400, Ext. 6535.		
* Discount Pricing - Applies to all orders when accompanied with and received 14 days in advance.		
* To ensure order processing, full payment must accompany order.		
_____ + _____ = _____		
Subtotal	6% Tax	Total Cost

NAME OF SHOW: _____

ROOM NAME OF BOOTH LOCATION: _____ SET UP DATE FOR SHOW: _____
 (Northeast, Northwest Hall, Southeast, Southwest Hall, Williford, etc...)

COMPANY NAME: _____ BOOTH #: _____

ADDRESS: _____
 (Street) (P.O. Box) (City) (State) (Zip)

ORDERED BY: _____ PRINT NAME: _____ TODAY'S DATE: _____

PHONE # () - EXT. FAX: () -

PAYMENT INFORMATION

CREDIT CARD# _____ CHECK \$ _____
 Please provide photocopy of credit card Payable to : Hilton Chicago

CARDMEMBER NAME: _____ CHECK # _____

EXPIRATION DATE: _____ SIGNATURE: _____ DATE: _____

HILTON CHICAGO - TELEPHONE SERVICE ORDER FORM

MAIL ORDER FORM TO: DIRECTOR OF COMMUNICATION, 720 South Michigan, Chg. IL. 60605
 FAX THIS ORDER FORM TO: (312) 922-4652, ATTN: Communication Department/Telephone Technician

Company Name: _____

Address: _____

City, State, Zip: _____

Credit Card: # _____ ExpDate: _____

Master account: _____

EXTENSION(S)

Start Service On:	Date: ____/____/____	Time: _____	Group Contact: _____
End Service On:	Date: ____/____/____	Time: _____	Hotel Contact: _____

Please provide us with the following information. Be as detailed as possible

Meeting Room or other room location:

EXACTLY WHERE in the room is the line or phone to be installed: (attach a diagram if necessary)

Quantity		One Time Charge
<input type="checkbox"/>	HOUSE LINE for Internal use only (One line per phone) Special line drop (Ameritech/AT&T/MCI)	\$95.00
<input type="checkbox"/>	CHANGE RESTRICTION ON EXISTING HOUSE PHONE	\$45.00
<input type="checkbox"/>	SINGLE LINE PHONE for Dialing outside of Hotel (No Direct inward calls)	\$195.00
<input type="checkbox"/>	SINGLE LINE PHONE for Direct incoming and outgoing calls	\$195.00
<input type="checkbox"/>	SINGLE LINE for Fax, Modem, & Credit Cards (Direct incoming & outgoing) <u>NOT FOR VOICE</u>	\$195.00
<input type="checkbox"/>	ISDN (includes installation, local usage, and setup - long distance billed separate)	\$500.00
<input type="checkbox"/>	MULTILINE DIGITAL SPEAKER PHONE/POLYCOM SPEAKER &	250.00 PER DAY CHG

Check one for dialing privileges desired: In-House Local Long Distance International

NOTE: ABOVE RATES ARE INCLUSIVE OF INSTRUMENT, LINE, INSTALLATION, AND TAXES. THIS SERVICE REQUEST "MUST" BE RECEIVED TWENTY-FOUR (24) HOURS PRIOR TO REQUESTED INSTALLATION TIME. ALL LATE REQUESTS WILL BE BILLED AN ADDITIONAL \$75.00 FEE. IN ADDITION, A TECHNICIAN CHARGE OF \$150.00 PER HOUR (TWO HOUR MINIMUM) FOR WORK AFTER 3PM ON WEEKDAYS, SAT /SUN AND HOLIDAYS WILL BE BILLED TO YOUR ACCOUNT. (THIS CHARGE DOES NOT INCLUDE EQUIPMENT RENTAL AND USAGE. SHORT TERM (DAY OF) REQUESTS WILL TAKE A MINIMUM OF TWO HOURS FOR COMPLETION DURING THESE PERIODS.

ALL QUESTIONS CONCERNING TELEPHONE SERVICE SHOULD BE DIRECTED TO THE
 HILTON CHICAGO & TOWERS COMMUNICATIONS SUPPORT MANAGER AT (312) 431-6988 OR BY FAX AT (312) 922-4652.

**** NO ORDER WILL BE PROCESSED WITHOUT THE REQUESTED INFORMATION AND CLIENTS SIGNATURE ****

Client Approval Signature: _____ Date: _____

Room Number (if order is for a Guest room): _____ Signature of Hotel Contact: _____

CC: Phone Tech.