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A Fern Exposition & Event Services Proposal
prepared exclusively for

SER WOCN

N. Charleston Convention Center – Hall C
N. Charleston, SC
September 11-14, 2013

Submitted 5/15/2013 to:
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Introduction

Fern Exposition & Event Services is proud to be included in the selection process as the official service contractor for your event **at the N. Charleston Convention Center**.

Based on our knowledge of your event and in review of your Request for Proposal, we are pleased to present this comprehensive proposal at competitive prices.

Fern Exposition & Event Services is committed to implementing operational and production strategies, results-oriented service programs, and a competitive cost structure that will support your organization with achieving their strategic goals, and maximizing their return on investment. We are certain that a collaborative relationship with Fern will produce results that surpass your expectations. We are committed to delivering a truly outstanding event experience!

Acknowledgement

Our Understanding of the 2013 SER WOCN Conference

It is our understanding that your primary objectives are to:

- To receive a competitive pricing structure that does not compromise service or equipment.
- To provide the best possible services available to your attendees and exhibitors.
- To work with a creative, forward thinking contractor who can elevate your event to "the next level" of design and service.
- To work with a contractor who employs technological innovation and state of the art equipment.
- To work closely with a contractor who is dedicated to your success both professionally and personally.

Fern Exposition & Event Services is committed to providing the resources, event services, and tools to help your members meet their professional challenges and goals.



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Planning Schedule

This proposal is based on Fern Exposition & Event Services receiving the following information by the dates below.

Drape color selection due:	120 days prior to Fern move-in date
Aisle carpet color selection due:	120 days prior to Fern move-in date
Preliminary graphics/signage copy due:	28 days prior to Fern move-in date
Final graphics/signage copy due:	7 days prior to Fern move-in date

Changes in the above dates, times or location on which this proposal is based, may require revision of some of the rates quoted herein.

Exhibitor Booth Packages

Fern Exposition & Event Services offers a variety of booth drape colors from which our Show Managers can select from to best accentuate their exhibit area. A two or three color combination may be selected at no additional cost. All drapery is flame resistant in accordance with local fire regulation. Drape colors include blue, red, gold, teal, burgundy, gray, white, black, Kelly green, and plum.

Fern Exposition & Event Services will provide the required number of Exhibitor Booths Packages as described below.

Qty	Description	Includes	Cost
TBD	10' X 10' Booth	8' High Back Drape 3' High Draped Side Rails (1) 7" X 44" ID Sign (1) 6'L x 30"H 3-sided Skirted Table (2) Plastic Side Chairs (1) Waste Basket	\$ 48.00 each

The pricing listed above is based on Fern Exposition & Event Services providing the Show Manager with a minimum of 60 booth packages and price is based on tentative schedule.

Fern agrees:

- If SER WOCN sales 70 booths, Fern will comp one (1) double sided meter board with custom color graphics.
- If SER WOCN sales 80 booths, Fern will comp one (1) double sided meter board with custom color graphics.

Poster Boards

Fern Exposition & Event Services will provide the required number of Poster Boards as described below.

Qty	Description	Includes	Cost
TBD	4' x 8' Poster Boards	Installation And Removal	\$ 65.00 each



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Registration Area

Fern Exposition & Event Services will provide an attractively decorated registration unit(s) for attendee and exhibitor registration which will include a lighted header box to which we will affix your choice of standard copy. The registration unit(s) will also include appropriate standard furnishings to complement the registration area.

Fern Exposition & Event Services will provide these units as described below.

Qty	Description	Includes	Cost
2	Registration Unit	(1) 6' Skirted Table (2) Secretarial Chairs (1) Waste Basket Drapery Behind Counters Lighted Header Box Installation And Removal	Charges Waived
TBD	Kick Panels		\$ 175.00 Each
TBD	Additional Counters		\$ 300.00 Each

Should the schedule require installation or dismantling that does not coincide with the installation and dismantling of the exhibits, Fern Exposition & Event Services shall charge Show Manager an installation and dismantling fee. Show Manager shall arrange electrical services for the above area with the facility's in-house electrical service contractor.

Entrance to Exhibits

Fern Exposition & Event Services will provide a decorative and functional standard Entrance Unit for entrance into the exhibit areas.

Fern Exposition & Event Services will provide these as described below.

Qty	Description	Includes	Cost
1 or 2	Entrance Unit or 1-meter double-sided signs	Standard Structure, Standard Graphics, Approved Copy, Installation And Dismantle	Charges waived

Standard graphics include the incorporation of your logo and necessary display typography.

Should the schedule require installation or dismantling that does not coincide with the installation and dismantling of the exhibits, Fern Exposition & Event Services shall charge Show Managers an installation and dismantling fee.

Show Managers shall arrange electrical services for the above area with the facility's in-house electrical service contractor.

Exhibitors Services Manual

Fern Exposition & Event Services will produce and distribute the required number of Exhibitor Services Manuals to each exhibitor who has contracted space in your show. Fern Exposition & Event Services will provide these manuals as described below.

Qty	Description	Includes	Cost
TBD	Exhibitor Services Manual	Necessary Information, Order Forms For Exhibitors, Show Info. Rules And Regulations, Facility Forms, Ancillary Services Forms, Show Management Forms	Charges waived



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Fern Exposition & Event Services Service Desk

Fern Exposition & Event Services will have a fully staffed Service Desk during installation and dismantling times and during selected exhibit hours. Exhibitors are encouraged to take advantage of extended discount ordering deadlines through Fern Exposition & Event Services Online.

Qty	Description	Includes	Cost
1	Service Desk	Staffed On-Site Office	Charges waived

Online Ordering

Fern Exposition & Event Services provides online ordering for exhibitors with 24/7 access to view show information, place orders for Fern Exposition & Event Services products and services, and retrieve important documents. Fully integrated with our Customer Service Representatives, our customer-centric system saves your exhibitors time and lets them get on with the show.

By using Online Ordering exhibitors can:

- Order products and services at their convenience online
- Review all current orders placed for other Fern Exposition & Event Services shows
- Access and print show-specific literature and information
- View order histories for comparison and budgeting for future events
- View show calendars

Description	Cost
Online Ordering Services	Charges waived

Floor Plans

Floor plans are the road map of your tradeshow. To guarantee the safety of you, your attendees and exhibitors, we follow an approval process that starts with you, the show manager, and concludes with a Fire Marshal approved floor plan.

Show Management - Fern Exposition & Event Services will provide you with a floor plan for review and approval based on your objectives and scope of your event.

Facility - After approval by show management, the floor plan is provided to the facility. The process of submitting floor plans to the Fire Marshal vary with each facility. Some facilities will submit the floor plans directly to the Fire Marshal; in other circumstances Fern Exposition & Event Services will handle the submission process.

Fire Marshal - All floor plans are submitted to the Fire Marshal for final approval. The Fire Marshal reviews the floor plan for compliance with current fire safety regulations. Show management will be responsible for Fire Marshal fees.

Fern Exposition & Event Services will provide required Floor Plans and revisions as described below.

Description	Cost
Floor Plan Design and Revisions as necessary	Charges waived



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Exhibit Hall Floor Marking

Fern Exposition & Event Services will mark the exhibit hall floor layout as described below.

Description	Cost
Exhibit Hall Floor Layout Marking	Charges waived

Masking Drapes

Fern Exposition & Event Services will furnish banjo masking drape to close off unsightly portions of the exhibit hall, on an as-needed basis, at the following rates.

Qty	Description	Includes	Cost
TBD	3' High Masking Drape	Installation And Removal	\$ 1.25 per linear ft
TBD	8' High Masking Drape	Installation And Removal	\$ 1.95 per linear ft
TBD	12' High Masking Drape	Installation And Removal	\$ 7.50 per linear ft
TBD	16' High Masking Drape	Installation And Removal	\$ 9.50 per linear ft

Pricing above is inclusive of straight time labor.

Aisle Carpet

Fern Exposition & Event Services will provide carpeting as described below.

Qty	Description	Includes	Cost
TBD	10' Wide Standard Aisle Carpet Available In: Black, Blue, Red, Gray, maroon, plum, Seafoam, Madison	Installation, Initial Cleaning and Removal	\$ 3.10 per square yard

Prices quoted above are based on Show Managers selecting carpet colors no later than 120 days prior to the first Fern Exposition & Event Services move-in date. Carpet prices will increase 25% if carpet selection is not completed 45 days prior Fern move-in date. Wall-to-wall and bulk area carpet jobs will be quoted at a different rate. Carpet ordered at show site will be at advance exhibitor service manual rates, less 10% or will be quoted upon determination of needs.

Signs and Banners

For unmistakable directional guidance, Fern Exposition & Event Services will design and execute a well-planned sign and directional system that clearly labels exhibits, demonstration areas, presentation rooms, reception areas, etc.

Qty	Description	Includes	Cost
TBD	1-meter directional or info	Design, installation and removal	\$ 175.00 each
TBD	22" X 28" Card Signs	Design, Installation And Removal	\$ 45.00 each

Show Managers needs supply camera ready art, copy and to Fern Exposition & Event Services Double sided will be 50% high than above quoted prices.

All Show Management sign orders received within twenty-eight (28) business days prior to the first day of Fern Exposition & Event Services move-in will receive a 20% discount from our advanced rates (unless quoted above). Sign orders received within seven (7) business days prior to our first day of move-in will receive a 10% discount from our advanced rates (unless quoted above). Sign orders placed at show site will be billed at the advanced rate published for the Conference.



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Material Handling – Show Management Freight

Fern Exposition & Event Services will provide material handling services for Show Management freight as described below.

Lbs.	Description	Includes	Cost
1,000	Show Management Freight	Receipt and storage for 30 days Targeted delivery to exhibit space, removal, storage, return of empty crates delivery of packed crates to loading dock And loading onto outgoing common carriers	Charges waived

Additional show management freight in excess of 1,000 lbs. will be billed at a 25% reduced rate off the standard rate.

There will be a labor charge based on actual costs to Fern Exposition & Event Services for special delivery to exhibit hall prior to move-in and setup of show.

All other freight (i.e. exhibitor freight, third party contractors, floral, audio-visual, and lead retrieval) is subject to prevailing material handling charges. All show management materials received will be delivered to show site and spotted on the first day of move-in.

Additional labor, if needed, after initial spotting or unpacking (special labels are available to show management to use on your event to label each and every item for quick distribution at show site will be provided at 10% off prevailing rates. These will be provided to you at the time of the Exhibitor Manual mailing.

Straight time is between 8:00 a.m. and 4:00 p.m. weekdays. Overtime is before 8:00 a.m. and after 4:00 p.m. weekdays, all day Saturday, Sunday and Holidays.

Pre and/or Post Show Janitorial Service

In the event the facility at the time of your show does not service or clean aisles, pre-show trash, post-show trash, etc. Fern Exposition & Event Services will return the exhibit hall to an acceptable condition prior to move-in, and provide cleaning services as follows:

Description	Includes	Cost
Janitorial Service	Cleaning of non-carpeted aisles vacuum, removal of pre-show and post show trash, etc.	\$ 35.00 per man hour

In the event that Fern Exposition & Event Services incurs any costs for dumpster fees, specialized cleaning equipment, or hazardous waste removal, these costs will be passed on and billed to the Show Managers.

We encourage Show Management to obtain a clear definition as well as a definite cleaning schedule prior to the event. Fern Exposition & Event Services will supplement any areas that the various facility contracts do not address, according to the above guidelines.



Discounts for Show Management

Orders by Show Management of items below will receive the following discounts off the published rates:

Description	Includes	Cost
Standard furniture	Installation and removal	50 % off published rate
Custom furniture	Installation and removal	20 % off published rate
Additional Signs with Dimensions not quoted in Contract	Production, installation and removal	20 % off published rate
Labor		10 % off published rate

Other specialty provisions can be quoted at a discount rate upon request.

Exhibition and Event Agreement

Terms and Conditions

Following are the typical Fern Exposition & Event Services contract *Terms and Conditions*. If changes or additions are required by SER WOCN, they may be addressed by marking changes and initialing acceptance of same by both parties, prior to signed acceptance of this agreement.

The SER WOCN is herein after referred to as "show management". The SER WOCN Conference is herein after referred to as "the event".

Official Contractor Status

Fern Exposition & Event Services shall be exclusively designated by the show Management as the official contractor / vendor, for the following exhibitor services: furniture; carpet; drayage material handling services; freight transportation; electrical services; labor and equipment services; cleaning services; signage / graphic services; exhibit / display materials and components; floral (optional); and other such equipment and services specific to exhibitor participation. In such cases where the convention facility requires that any of the above services are provided on an "exclusive basis" or "in-house"... Fern Exposition & Event Services will have the option to act as the primary contractor, and elect the "exclusive" or "in-house" provider to serve as its sub-contractor.

As the Official Drayage Contractor, Fern Exposition & Event Services will have on hand the necessary equipment and man power to handle the movement of all exhibit materials. Fern Exposition & Event Services will designate the official freight carriers and exercise control of the docks and dock equipment for the efficient installation and removal of this event. Exhibitors wishing to unload and reload their own equipment may do so by hand carrying items through the designated entrance, provided the selected venue or local union conditions do not prohibit exhibitors from doing so.

Fern Exposition & Event Services will designate a common carrier to ship any un-routed outbound exhibitor freight.

Exhibitor Appointed Contractors

In the event an individual exhibitor chooses to utilize its own contractor (EAC) to provide any of the services that Fern Exposition & Event Services may otherwise perform under this Agreement, the show Management will work with Fern Exposition & Event Services to advise the exhibitor of the mutually agreed upon policy to prohibit any EAC from working at the event unless the exhibitor seeking to use the EAC delivers to the show Management at least forty-five (45) days prior to each event's exhibitor move-in date: (i) a written statement setting forth the identity and intended use of the EAC, and (ii) a certificate of insurance coverage which has named Fern Exposition & Event Services and show Management as additional insureds on the EAC's policies, excluding workers' compensation insurance. The show Management will collect and maintain these records.



Exhibitor List

The show Management will provide Fern Exposition & Event Services with a list of exhibiting companies at least 90 days prior to the exposition opening, with regular updates thereafter. This list will consist of company names, mailing addresses, names of company representatives, booth number assignments, phone numbers, fax numbers, and e-mail addresses.

Trash Maintenance

Should this exposition be held in an exposition facility that does not provide complete trash maintenance and removal services as part of the rental / lease agreement, it is understood that if Fern Exposition & Event Services is required to provide any trash removal services or pay fees associated with the disposal or recycling of trash, this cost will be invoiced to the show Management at the prevailing rates.

Timing

The show Management will, as part of its contract with the convention facility and communications with participants, reserve adequate time for Fern Exposition & Event Services to move-in / deliver and move-out / remove (separate from the exhibitors) the services associated with the production of this exposition. Should the show Management be unable to provide adequate time, Fern Exposition & Event Services reserves the right to assess the appropriate fees to cover additional costs associated with meeting an adverse schedule.

Simultaneous Services

The complimentary, discounted and other services provided within this agreement are based on the delivery and pick up of said services occurring simultaneously with the scheduled installation and dismantlement of the exhibits. Should the show Management require these furnishings or a service to be provided early or dismantled later, Fern Exposition & Event Services reserves the right to assess additional costs.

Billing and Collection

The show Management will be invoiced within 30 days of the exposition closing. Payment is due within 14 days from date of the invoice. Any previous outstanding balances due Fern Exposition & Event Services by the show Management must be paid in-full prior to the provision of furnishings outlined in this agreement. Unpaid accounts after 14 days from invoice date will accrue a service charge of .0575% per day - annual rate of 21%. Due to the nature of these transactions, payments that are made by the show Management using a credit or debit card will require that the show Management provide to Fern Exposition & Event Services a reimbursement of the fees assessed by the card processor; typically up to an additional 4% of the transaction amount, depending on the card issuer.

Exhibitors are requested to include payment with all orders placed in advance or on show site. Unpaid exhibitor balances are usually settled at the show site before the final removal of the exhibit area furnishings.

Taxes and Fees

Appropriate taxes and fees will be charged by Fern Exposition & Event Services to the show Management unless a valid resale certificate for the state in which the exposition is produced, is provided to Fern Exposition & Event Services prior to move-in.

Cancellation of Exposition

A "cancelled" exposition is defined as an instance where an event is *not held*. In any instance where an event changes locations, or changes dates, or changes name, or is reformatted or experiences anything other than a true cancellation, this agreement shall remain in force.

In the event that it is necessary to cancel an exposition considered under this agreement, Fern Exposition & Event Services shall be reimbursed for all costs incurred.

Change of Dates or Location

Should the location or dates of this exposition change at anytime following the acceptance of this agreement, Fern Exposition & Event Services retains the right to adjust rates for services.

Force Majeure

Fern Exposition & Event Services and SER WOCN shall not be liable for failing to perform the services and furnishings associated with this agreement where such failure is a result of a strike or other labor disturbance; governmental action; any act of terrorism; or any act of God.



Assignment

This contract will bind each party and their respective successors and assigns, including any purchaser of this exhibition, association, or show management organization. As this exhibition is a unique asset, if either party breaches this contract, the other party shall be entitled to specific performances.

General Indemnity

Fern Exposition & Event Services will indemnify show Management for any and all damages, liabilities, claims, losses and expenses which may be incurred by show Management arising out of or resulting from any act or omission by Fern Exposition & Event Services or its agents, directors, officers, or employees; and any action, suit, proceeding, investigation, assessment or judgment arising out of or incidental to this contract. Show Management agrees to indemnify Fern Exposition & Event Services in respect of any and all damages, liabilities, claims, losses and expenses which may be incurred by Fern Exposition & Event Services arising out of or resulting from (i) any act or omission by show Management or its agents, directors, officers or employees; and (ii) any action, suit, proceeding, investigation, assessment or judgment arising out of or incidental to this Agreement, including, in any event, reasonable fees and disbursements of counsel (whether prior to or at trial or in appellate proceedings).

Proprietary Information

The information contained in this agreement is proprietary information of Fern Exposition & Event Services and no portion of this document or any information contained herein shall be copied, duplicated, disseminated, or discussed with any third party without the written consent of Fern Exposition & Event Services.

Provisions regarding proprietary information shall survive any termination of this agreement and shall remain in effect so long as the parties hereto are entitled to protection of their rights under applicable law.

Fern Exposition & Event Services and Show Management Relationship

During the term of this agreement and for a two year period following the termination of this agreement, Show Management covenants and agrees that show Management, its agents, employees or affiliates shall not, directly or indirectly: i.) solicit, hire, recruit or otherwise interfere with Fern Exposition & Event Services employees for the purposes of encouraging them to leave Fern Exposition & Event Services or perform exhibition services for any other employer or entity; ii) enter into any agreement for the performance of exhibition services with employees or former employees of Fern Exposition & Event Services in connection with this event.

In addition, and not in lieu of any other remedies to which Fern Exposition & Event Services may be entitled, the show Management agrees that a breach of the above "Relationship" conditions would result in irreparable injury, harm, and damage to Fern Exposition & Event Services. In the event of any violation or breach of this "relationship" provision, Fern Exposition & Event Services shall be entitled to an immediate injunction and restraining order to prevent such violation or continuing violation, without having to prove damages, and any such violation may be enjoined through proper action filed in a court of competent jurisdiction.

Governing Law

This agreement has been entered into in the state of South Carolina, and shall be governed in all respects by the laws of the State of South Carolina.

Length of Agreement

Original Term: The term of this agreement shall include advance, onsite and post show production of the 2013 SER WOCN Conference.



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Acceptance

Signed acceptance below signifies that the Fern Exposition & Event Services agrees to abide by the arrangements as outlined herein to perform the duties as Official Service Contractor; and that the show management agrees to accept the Fern Exposition & Event Services under the arrangement as outlined herein, as the Official Exposition Service Contractor for the event(s). Accordingly, please sign below and return an original copy of this agreement to the Fern Exposition & Event Services, 2310 Old Steele Creek Rd, Charlotte, NC 28208; **prior to May 10, 2013.**

Fern Exposition & Event Services

Ellen Seebold

Signature

Ellen Seebold

Print Name

AE

Title

5/28/13

Date

SER WOCN

Patricia Haberer

Signature

Patricia Haberer

Print Name

President, SER WOCN

Title

May 25, 2013

Date

*Any tax-exempt Show Managers must provide Fern Exposition & Event Services with their taxpayer exemption number and certificate of sales tax exemption upon execution of this Agreement.