



A Proposal and Description of Services

2016 Southeast Region Wound, Ostomy and Continence Nurses Society

Sheraton Four Seasons / Koury Convention Center
Greensboro, NC
August 25-26, 2016

Submitted December 8, 2015 to:
Ms. Martha Davidson
Event Planner for SER WOCN
36181 East Lake Road
Suite 376
Palm Harbor, FL 34685
Phone: 727.238.5140
bhe@serwocn.org

Submitted by:
Ted Pugh, Vice President / General Manager
Hollins Exposition Services Greensboro, Inc.

HOLLINS Exposition Services Greensboro, Inc.
P. O. Box 49837 • 121 N. Chimney Rock Road
Greensboro, NC 27409
(336) 315-5225 • Fax (336) 315-5220

A handwritten signature in black ink, appearing to be "ml", is located in the bottom right corner of the page.



Table of Contents

Services and Pricing

| | |
|---------------------------------------|---|
| <i>Show Management Services</i> | 3 |
| <i>Exhibitor Services</i> | 6 |

Agreement

| | |
|-----------------------------------|---|
| <i>Trade Show Agreement</i> | 9 |
|-----------------------------------|---|

Appendix

| | |
|-------------------------|----|
| <i>Schedule A</i> | 10 |
|-------------------------|----|

Show Management Services and Equipment

Booth Equipment

HOLLINS Exposition Services will provide booth equipment in your choice of one or two colors from our standard inventory. Each booth will be provided with the following:

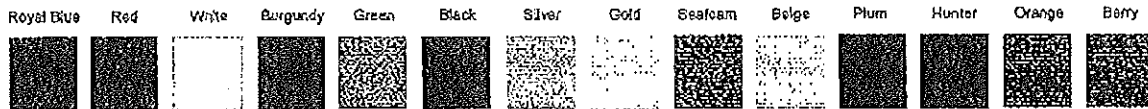
| Quantity | Description | Includes | Cost |
|----------|-------------------------|--|-------------------|
| 1-60 | Booth Equipment Package | 8' high flame resistant back wall drape 3' high flame resistant side divider drape one 7' x 44" identification sign one 6 ft. draped table two chairs one wastebasket | \$48.00 per booth |

Drape and table skirts will be furnished in the color(s) you select from the charts below. (You may select drape in all one solid or a multi-color combination.)

DRAPE COLORS



TABLE SKIRT COLORS



Masking Drape (if needed)

HOLLINS Exposition Services will provide the required amount of drape in show colors for perimeter areas, crowd control, or to mask storage areas, unsightly portions of the exhibit hall, and other areas deemed necessary by show management.

| Quantity | Description | Includes | Cost |
|-----------|----------------|--------------------------|-----------------------|
| As needed | 3' High Drape | Installation and removal | \$1.25 per lineal ft. |
| As needed | 8' High Drape | Installation and removal | \$1.75 per lineal ft. |
| As needed | 12' High Drape | Installation and removal | \$3.00 per lineal ft. |

Electrical

It is our understanding the Sheraton Four Seasons / Koury Convention Center will handle all electrical requirements for your event.

Registration Area (If Needed or Requested)(Registration Booth 4 to be used)

HOLLINS Exposition Services will provide an attractive and functional registration area complete with modular Agem registration units with illuminated sign headers and custom kick plate fronts, standard furnishings and accessories behind the counters, and 8' high masking draps.

| Quantity | Description | Includes | Cost |
|----------|-----------------------|---|-----------|
| 4 | Registration Counters | Installation and removal Agem registration units Illuminated sign headers Steno chairs (8) Wastebaskets (4) | No Charge |

Full Color Kick Panels will be provided at \$150.00 each if needed and/or requested.



Response to Request For Proposal
 2016 Southeast Region Wound, Ostomy and Continence Nurses Society
 Sheraton Four Seasons / Koury Convention Center • Greensboro, NC
 August 25-26, 2016

Signs

HOLLINS Exposition Services is prepared to meet your every sign need, from the smallest tabletop sign to standard easel signs to large full-color prints. All signs and graphics will be provided to show management at the below rate and discount schedules. All discounts are based upon receipt of ready-to-print digital images at least 14 days prior to move-in. Typesetting and graphic design services available at no additional cost. HOLLINS Exposition Services will store signs for this event at no charge.

| Quantity | Description | Includes | Cost |
|-----------|-------------------------------------|---|-------------------|
| 2 | 36" x 87" Meter Board | 36" x 87" sign: digital print, mount, install and dismantle | No Charge |
| As needed | 24" X 30" Gatorboard sign with logo | 24" x 30" sign: digital print, mount, install and dismantle | \$40.00 each, net |
| As needed | 24" X 36" Foamcore sign with logo | 24" x 36" sign: digital print, mount, install and dismantle | \$48.00 each, net |
| As needed | All other signs | Production, install and dismantle | |

Floor Plans

Floor plans are the roadmap of your show. To guarantee the safety of you, your attendees and exhibitors, HOLLINS Exposition Services follows an approval process that starts with you, and concludes with Fire Marshall approved floor plans. All floor plans should have Fire Marshall approval prior to your selling booth spaces.

A STAGED APPROVAL PROCESS

1. Show Management - Initial approval is yours. HOLLINS Exposition Services will provide you with a floor plan based on your objectives and appropriate for the scope of your show.
2. Facility - A floor plan, which has been approved by you, is provided to the facility. Providing the facility with this information allows for a better understanding of your needs.
3. Fire Marshall - The final approval for safety is performed by the Fire Marshal. As all plans are drawn in accordance with current fire safety regulations, this process is routine.

| Quantity | Description | Includes | Cost |
|-----------|---------------------------------|------------------------|-----------|
| As needed | Floor Plan design and approvals | Drafting and revisions | No charge |

Entrance Way

HOLLINS Exposition Services will provide an extruded aluminum entrance way unit into the trade show floor. Labor and equipment for an attractive entrance way will be at No Charge. Graphics to be charged \$800.00 for a three column two header unit. A single sided entrance way is \$600.00. Pictures attached.

Event Schedule

It is our understanding the following schedule applies to this show. Please keep us apprised of any schedule changes as they occur. HOLLINS Exposition Services reserves the right to modify the pricing and terms of this proposal should the schedule change.

| | | | |
|---------------------|----------|-----------------|--------------------|
| HOLLINS move-in: | Thursday | August 25, 2016 | 7:00 am - 12:00 pm |
| Exhibitor move-in: | Thursday | August 25, 2016 | 12:00 pm - 4:30 pm |
| Exhibitor move-out: | Friday | August 26, 2016 | 7:30 pm - 8:30 pm |

Please fill out the above event schedule for dates, days and times and sign below.

Signature: OK on Schedule - [Signature]

Poster Boards

HOLLINS Exposition Services will provide 4' x 8' Velcro/Tack Boards for show management use for their poster sessions. The cost per Velcro/Tack Board is \$45.00 each.

sm



Response to Request For Proposal
 2016 Southeast Region Wound, Ostomy and Continence Nurses Society
 Sheraton Four Seasons / Koury Convention Center • Greensboro, NC
 August 25-26, 2016

Ribbon Cutting Ceremony

HOLLINS Exposition Services will provide at 10' wide ribbon and one (1) pair of extra large ceremonial scissors at No Charge.

Discounts for Show Management

Orders by Show Management of the items below will receive the following discounts. Please note these discounts do not apply to materials and services ordered by Show Management for use by exhibitors.

| Quantity | Description | Includes | Discount |
|----------|----------------------|--------------------------|---------------------------------|
| Variable | Standard Furnishings | Installation and removal | 35% discount on published rates |
| Variable | Standard Accessories | Installation and removal | 35% discount on published rates |
| Drayage | Show Freight | Receive and deliver | 1000 lbs. at No Charge |

Conditions for Pricing, Discounts and No Charge Items

This proposal contains special pricing, specific discounts, and some services at no charge. These are made possible by HOLLINS Exposition Services realizing full revenue from each of our lines of business, and contingent on your guarantee that HOLLINS Exposition Services will be the exclusive provider of furnishings, carpet, labor, plants/floral, cleaning services, forklift services, high-lift services, and drayage/material handling services.

Planning Services

Strategy Sessions

The HOLLINS Exposition Services account team will assist show management with the development and implementation of plans to produce this show.

Union Labor

HOLLINS Exposition Services has formed a working relationship with the Greensboro, NC local of the International Association of Theatrical Stage Employees. We are the most experienced full-service contractor in the Greensboro area that utilizes such a professional workforce.

Exhibitor Service Manual

The exhibitor service manual contains the necessary information and order forms for exhibitors. In the service manual exhibitors will find general service contractor, facility, and ancillary services order forms. The service manuals may be mailed or transmitted electronically. In order to better serve your exhibitors, we would appreciate receiving a complete exhibitor list, including contact name and address, phone number, booth number, fax number, and e-mail address 60 to 90 days prior to show move-in.

Installation and Dismantling

HOLLINS Exposition Services will handle orders and technical matters within the scope of this proposal during move-in, show hours, and move-out.

Safety

As your service contractor, HOLLINS Exposition Services is committed to the quality of our work and the professional, safe work practices of our employees. We recognize the importance of safety and are committed to achieving a safe show floor - before, during, and after your show. HOLLINS Exposition Services is proud of our safety record and training programs. Our management is

committed to the success of your show and vows to identify, address, and correct any health and safety issues that could affect your show's favorable outcome.

Post-Show Reporting

HOLLINS Exposition Services will provide post-show reports to include total square footage, inbound drayage tabulation and labor utilization within 30 days of show closing.



Response to Request For Proposal
2016 Southeast Region Wound, Ostomy and Continence Nurses Society
Sheraton Four Seasons / Koury Convention Center • Greensboro, NC
August 25-26, 2016

Exhibitor Services

A New Approach to Serving the Exhibitor

We recognize that exhibitors' needs change over the course of a trade show, and we've changed our approach to fulfilling these needs. Our Exhibitor Service personnel specialize by assuming the supporting roles that are best served by their own services interest and talents. Their expert service at every stage of the exhibiting experience helps to build strong, trusting relationships between exhibitors and HOLLINS Exposition Services.

Exhibitor Service Coordinator

The Exhibitor Service Coordinator, or ESC, is the main contact for both external and internal clients as well as production. These individuals work in-house to handle incoming calls and correspondence and assume an administrative role at show site for managing the service desk.

Exhibitor Service Associate

The primary responsibility of the Exhibitor Service Associate, or ESA, is the efficient processing of all orders that come in-house. These individuals are strong in organizational and analytical skills and are very task oriented.

HOLLINS Exposition Services Service Center in Greensboro, North Carolina

Our most recent service enhancement, the HOLLINS Exposition Services' Service Center, will provide consistency and continuity of services as a centralized contact point for all HOLLINS Exposition Services shows.

We will be able to control the show experience throughout critical pre-and post-show customer contact periods.

The HOLLINS Exposition Services Service Center will use state-of-the-art technology to route calls to show specialists, monitor call waiting times, and queue calls in the order of their receipt for the next available service representative.

HOLLINS Exposition Services On-Site Service Center

The Exhibitor Service Center is not only the centralized location for ordering and inquiring of HOLLINS Exposition Services' services, it also houses the representatives for all ancillary services. We will staff the Service Center throughout move-in and move-out. It will serve as the supply center for:

- Furnishings
- Carpet
- Plants/floral
- Labor
- Cleaning services
- Forklift services
- High-lift services
- Drayage/material handling services

Freight Management and Tracking Services

Our Freight Management (Drayage) Services are designed to accurately receive and deliver exhibitors' freight.

Freight Receiving

Our freight receiving system is designed to maximize the efficiency of our freight operations, and this translates into informed and satisfied exhibitors. We can advise exhibitors of the status of their shipment whether they are on the show floor, at the loading dock, or using our Service Center.

- Immediate access to freight check-in information
- Tracking by booth number, company, or carrier
- Increased accuracy in freight invoicing

ml



Response to Request For Proposal
2016 Southeast Region Wound, Ostomy and Continence Nurses Society
Sheraton Four Seasons / Koury Convention Center • Greensboro, NC
August 25-26, 2016

Terms and Conditions

HOLLINS Exposition Services presents this proposal to SER WOCN with the intent to enter into an agreement between the parties in order to have HOLLINS Exposition Services act as the general contractor servicing the Show(s) described in this proposal. HOLLINS Exposition Services presents the following Terms and Conditions for providing such services and equipment for SER WOCN (referred to in the Terms and Conditions as "Client"). By signing below, the parties acknowledge and agree that HOLLINS Exposition Services shall act as the general contractor servicing the Show(s) described in this proposal in accordance with the Terms and Conditions.

1. CHANGES

HOLLINS Exposition Services may adjust the prices listed in the proposal if there are any changes in square footage of exhibit space, number of exhibitors, schedule, venue(s), services, or equipment. HOLLINS Exposition Services may also pass through to Client and its exhibitors all costs incurred by HOLLINS Exposition Services as a result of utility rate or fuel price increases due to surcharges and shortages in supply.

2. EXCLUSIVITY

Safety and control considerations require, to the extent not restricted by law or the rules of the facility, that HOLLINS Exposition Services be the exclusive on-site contractor to process, collect and receive all exhibitor orders for services and equipment, to perform and provide all those services and equipment described in the above proposal (collectively, the "Services"), to act as the official freight carrier, to handle all rigging, and to furnish all equipment for the Show(s), unless an exhibitor designates an Exhibitor Appointed contractor ("EAC"). Client authorizes HOLLINS Exposition Services to enforce its policy to prohibit any EAC from working at the Show(s) unless the exhibitor seeking to use the EAC delivers to HOLLINS Exposition Services (i) notice at least 10 days prior to the Show(s) move in date of the use of the EAC, and (ii) a Certificate of Insurance evidencing that the EAC has the minimum insurance coverages (specified in Section 3 below) and has named HOLLINS Exposition Services as an additional insured on its policies, excluding worker's compensation insurance.

3. INSURANCE

Both parties shall maintain for the Term the following insurance coverage: (1) workers' compensation, at a minimum of the statutory limits; (2) commercial general liability, at \$2 million; and (3) auto liability including coverage for all owned, hired and non-owned vehicles, at \$2 million. Each party shall provide the other a Certificate of Insurance upon request. Client shall obtain certificates of insurance evidencing the same amounts of coverage from and EAC that Client admits to the Venue.

4. PAYMENT

A 50% deposit is required 14 days prior to set up. Remaining balance to be paid net 30 days.

5. INDEMNITIES

If any negligent or wrongful act or omission of a party, its employees or agents occurs in such party's performance hereof and causes or results in property damage or destruction or injury to or death of persons, then, such party shall indemnify and hold harmless the other party, its directors, employees and agents against and from any liability for any damages, costs and expenses (including reasonable attorney's fees) resulting therefrom.

In connection with any liability arising from a breach of this Agreement, HOLLINS Exposition Services will not be liable to the Client for any lost profits other incidental, special or consequential damages for any of its acts or omissions.

6. DISPUTES

Disputes shall be settled by binding arbitration administered by the American Arbitration Association in accordance with its Commercial Arbitration rules. Where injunctive or other equitable or similar judicial relief is sought, the parties may pursue such action in any court of competent jurisdiction.

7. INDEPENDENT CONTRACTOR

This Agreement is not intended to create an agency or joint venture relationship between HOLLINS Exposition Services and Client. Neither party shall have any authority to bind the other to any obligation to any third parties.

8. GOVERNING LAW

State of North Carolina

9. MODIFICATION

These Terms and Conditions and the provisions of the proposal form the agreement between the parties (collectively, The "Agreement") and may be modified ONLY by an express written agreement signed by the parties. This Agreement contains the entire agreement between the parties regarding the subject matters referred to herein, and shall supersede all prior oral and written agreements between them regarding such matters. If any part of this Agreement is held invalid, the remainder of this Agreement shall not be affected thereby unless such invalidity materially impairs the ability of the parties to consummate the transactions contemplated by this Agreement.



Response to Request For Proposal
2016 Southeast Region Wound, Ostomy and Continence Nurses Society
Sheraton Four Seasons / Koury Convention Center • Greensboro, NC
August 25-26, 2016

By signing below, the parties agree to the Terms and Conditions and the services, equipment and pricing provided in the proposal.

HOLLINS Exposition Services

Date: December 8, 2015

By: Ted Pugh

Name: Ted Pugh

Title: Vice President / General Manager

Address: P. O. 49837
Greensboro, NC 27419

Date: Martha David

By: 1-7-16

Name: Ms. Martha Davidson

Title: President

Address: 36181 East Lake Road, Suite 376
Palm Harbor, FL 34685

md



Response to Request For Proposal
2016 Southeast Region Wound, Ostomy and Continence Nurses Society
Sheraton Four Seasons / Koury Convention Center • Greensboro, NC
August 25-26, 2016

SCHEDULE A - Pricing Summary

Show Management Services

| | |
|---|---------------------------------|
| Facility Surcharge | Not Applicable/No Charge |
| Exhibit Booth Package | \$48.00 per booth |
| Masking Drapes | |
| 3' high Drape (if needed) | \$1.25 per linear ft. |
| 8' high Drape (if needed) | \$1.75 per linear ft. |
| 12' high Drape (if needed) | \$3.00 per linear ft. |
| Registration Counters (4)(If needed or requested) | No Charge |
| Full Color Kick Panel Graphics (if needed and/or requested) | \$150.00 each |
| Wastebasket (4) | No Charge |
| Steno Chairs (8)..... | No Charge |
| Meter Boards (36" x 87" Full Color / Double Sided)(2) | 2 @ No Charge |
| Entrance Way Unit Aluminum / Labor | No Charge |
| Full Color 3 Column / two header Graphics | \$800.00 each |
| Single Sided Unit Graphics | \$500.00 each |
| Poster Boards | \$45.00 each |
| Ribbon Cutting (Ribbon and Extra Large Scissors) | No Charge |
| Floor Plans (unlimited) | No Charge |
| Marking the Exhibit Hall Floor | No Charge |
| Discounts for Show Management | |
| Standard Furnishings and Accessories | 35% discount on published rates |
| Exhibitor Service Center | No Charge |
| Exhibitor Service Manual and Mailing | No Charge |

md