



THE 2010 BASSMASTER CLASSIC EXHIBITOR KIT
FEBRUARY 19 - 21, 2010 • BIRMINGHAM, AL

For full event information visit Bassmaster.com/Classic



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Thank you for being part of the 2010 Bassmaster Classic Outdoors Expo presented by Dick's Sporting Goods. We appreciate the opportunity to celebrate the 40th anniversary of the Bassmaster Classic with you in Birmingham, AL.

I hope that you will find answers to most of your questions in the following Exhibitor Kit. Please use this tool to maneuver your way through the entire process. In the following pages you will find information regarding all aspect of setup and tear-down, general show information, and all required order forms. If you are returning to the Classic, be sure to look for new and important messages marked with the following symbol: .

Some of the new items in the 2010 E-kit you should be aware of:

- Sales Tax Guidelines (Page 9)
- New contact list for real time updates (Page 10)
- Announcement form guidelines (Page 11)
- Checklist of ideas for a successful show (Page 12)
- Birmingham information page (Page 15)

If you cannot find an answer to your question, please feel free to contact us at 407-566-2277.

Thank you again for being part of the most prestigious event in fishing. I look forward to seeing you in Birmingham.

A handwritten signature in black ink that reads "Eric Lopez".

Eric Lopez
Director of Event Operations
ESPN Outdoors/ BASS
eric.g.lopez@espn.com

CONTACT INFORMATION



Here are some contacts and links that may be helpful for the Bassmaster Classic Outdoors Expo presented by Dick's Sporting Goods. Thanks again for your business!

Exhibit Sales

Deborah Smart	407-566-2466	Deborah.Smart@espn.com
Bonnie Bulinski	407-566-2465	Jeanne.E.Bulinski@espn.com

Director, Event Operations

Eric Lopez	407-566-2277	Eric.G.Lopez@espn.com
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Manager, Event Operations

Ben Ashby	407-566-2277	Ben.J.Ashby@espn.com
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MC2 - Show Decorator

Gene Hacker	770-745-1001	ghacker@mc-2online.com
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For information regarding the Birmingham-Jefferson Convention Center please visit:
<http://www.bjcc.org>

For hotel accommodations and entertainment please visit:
<http://www.birminghamal.org>

EXPO DETAILS / TOYOTA INFORMATION



- Expo Location:** Birmingham-Jefferson Convention Complex
2100 Richard Arrington, Jr. Blvd. North
Birmingham, AL 35203
Phone 205-458-8400
- Expo Halls:** East halls 1, 2 and 3 (Upper Level) Sponsors
North halls 1, 2 and 3 (Lower Level) Non-Sponsors
- Expo Hours:**
- | | |
|-----------------------------|--------------|
| Friday, February 19, 2010 | 11 am - 8 pm |
| Saturday, February 20, 2010 | 10 am - 8 pm |
| Sunday, February 21, 2010 | 10 am - 4 pm |
- Exhibitor Manual:** <http://www.bassmaster.com/expo>



TOYOTA EXCLUSIVITY

No type of automotive vehicle (car or truck) will be permitted to be displayed on the Expo Floor with exception of Toyota vehicles.

(All information is subject to change)

MOVE IN/MOVE OUT INFORMATION



Move in

Wednesday, February 17, 2010	12:00am - 5:00pm	Sponsors & Bulk Exhibitors
Thursday, February 18, 2010	8:00am - 5:00pm	All Exhibitors

Show Hours

Friday, February 19, 2010	11:00am - 8:00pm	Show Open
Saturday, February 20, 2010	10:00am - 8:00pm	Show Open
Sunday, February 21, 2010	10:00am - 4:00pm	Show Open

Move out

Sunday, February 21, 2010	4:00pm - 11:59pm	All Exhibitors
Monday, February 22, 2010	8:00am - 12:00pm	All Exhibitors

Call **Gene Hacker** at MC2 if you have questions or concerns regarding setting up or tearing down.

Phone: (770) 745-1001

Email: ghacker@mc-2online.com

SHOW RULES AND GUIDELINES



All rules and regulations outlined in this document will remain in effect during move-in, show days, and move-out. Any and all matters not specifically covered by this document or the Application/Contract for Exhibit Space shall be subject solely to the judgment of BASS (Show Management) and may be amended at any time.

As confirmed by the Exhibitor's acceptance of the Application/Contract for Exhibit Space terms, the exhibitor agrees to abide by the rules and regulations outlined below.

Show Management reserves the right to move booth locations on-site if deemed necessary.

Booth Payment and Cancellation Policy

Show Management will not permit exhibit installation unless all funds due are paid in full. Cancellations must be made in writing. Balance of booth payment is due February 6, 2010. Cancellations made prior to February 6, 2010 are subject to a \$500.00 cancellation fee that will be taken from the Exhibitor's deposit. The remainder of the deposit will be refunded no later than 30 days from the completion of the event. Cancellation of booth space made after February 6, 2010 will result in forfeiture of deposit.

Subletting

Subletting of exhibit space is not permitted.

Credentials

All exhibitors must wear an official show badge, as furnished by Show Management, to gain access to the exhibit floor during move-in, show days (prior to show opening), and move-out. No other form of identification will be considered valid if worn without the official show badge.

Character of Exhibits

Exhibitors shall display their products and conduct their business only within their assigned exhibit space. Exhibitors may not distribute materials from any location other than their exhibit booth.

No placards, stickers, or other signs relating to non-exhibiting firms will be allowed in individual exhibits or anywhere else in the show. Giveaways such as shirts and hats need to be approved by show management.

No advertising or printed matter, which, in the opinion of Show Management, is undignified or otherwise objectionable shall be distributed or displayed. Exhibitors have the right to distribute catalogs and other printed material from their exhibit space, but from no other areas unless approved by Show Management.

SHOW RULES AND GUIDELINES (Continued)



Care and Staffing of Exhibits

All exhibits must be properly staffed by credentialed personnel during official show hours. Exhibitors will be allowed onto the show floor one hour prior to show opening on show days. Absolutely no dismantling of any portion of any exhibit will be allowed prior to show closing. The move-in and move-out schedule must be strictly followed to ensure the safety and convenience of all exhibitors. No move-in or move-out activity will be allowed outside of scheduled hours without the approval of Show Management.

The installation and dismantle of all exhibits shall be made at the expense of the exhibitor. Special services should be made through MC2. A service desk will be set up on the show floor during move-in for the coordination of special services.

Booth Definitions

In-Line Booth

A booth located in a straight line with at least one adjacent neighbor on either side is considered an in-line booth.

Island Booth

A booth with an aisle on all sides with no adjacent neighbor is considered an island booth.

Peninsula Booth

A booth with an aisle on three sides and an adjacent neighbor on the fourth side is considered a peninsula booth.

Booth Design and Construction

Each 10'x10' booth will be set with 8' high back drape, 36" high side drape, and an identification sign. Exhibitors should conform with exact booth location and dimensions as stipulated in the Application/Contract for Exhibit Space.

In-line booths, including signage, back, and sidewalls cannot exceed a height of eight (8) feet. Exceptions must be cleared by Show Management.

The height of island and peninsula booths, including signage, is not restricted to eight (8) feet. It is the responsibility of the exhibitor to make sure that any items that exceed ten feet in height are safely secured. Peninsula booths may not, however, include in their booth any exhibit items that interfere with their adjacent neighbors. Show Management maintains the right to determine what items do or do not interfere with an adjacent neighbor.

All exhibits must be presentable in nature. This includes being clean of debris and trash, vacuumed, and all items in the booth must have a clean/finished look. Show Management reserves the right to require exhibitors to alter their booths to meet show standards. Such alterations will be done at the exhibitor's expense.



Booth Signage

Island and peninsula booths on the 1st floor may hang signage from the ceiling above their booths as long as the signage does not interfere with neighboring exhibitors. In-line booths are restricted to an eight feet height limit so as not to interfere with neighboring exhibitors. Signage hung from the ceiling above a booth is subject to the rigging points of the facility. In some cases, such signage may not hang in the exact location you would prefer due to the limitations of the rigging points above your booth.

Booth Floor Coverings

All booths are required to have a floor covering (carpet, tile, wood, or other) over the entire space of the booth. Partial floor coverings will not be accepted. Show Management will instruct MC2 to cover any booth without floor coverings at the expense of the exhibitor if not in place by 3:00pm, Thursday, February 19, 2010. Show Management will provide aisle carpet. Exhibitors who install their own floor coverings are responsible for removing tape/adhesive and residue. The SCC requires the use of residue-resistant tapes. Proper tape can be obtained from MC2.

Display of Vehicles

All vehicles placed in exhibits must conform to the following conditions: Fuel tank must have 1/4 tank or 10 gallons (whichever is less), Fuel cap must be lockable or taped shut, battery cables must be disconnected, vehicle is not to run inside of the building, refueling of vehicle may not take place inside of the building, Show Management must have control of vehicle keys.

BIRMINGHAM-JEFFERSON CONVENTION CENTER RULES



Balloons

Helium balloons are not allowed to be sold or distributed as a prize or a premium. Balloon use is allowed in low ceiling meeting rooms or as a display within an exhibitor's booth, only if properly secured. The Exhibitor will be charged \$10 per balloon for removal of any balloons that float to the ceiling.

Stickers

Distribution of stick-on badges, labels, bumper stickers, or any adhesive slogan materials is discouraged on BJCC premises. If such materials must be removed from the facility, a removal fee will be charged to the exhibitor.

Banners

No type of signage can be attached to the walls without the prior consent of the BASS Operations team. All signs must be placed on easels within your booth space and are not permitted in elevators, the lobby or on guest room floors. Easels may be rented from MC2, our onsite decorator.

Product Sampling

Permission to distribute or dispense, without charge, samples of food, soft drinks, and refreshments, shall be arranged in advance and approved by Show Management as well as the BJCC Food & Beverage department. Show management will be responsible for acquiring approval from the BJCC.

Electricity

All electrical services are provided by and payable to The BJCC. Please make all reservations at least 10 days in advance. Please be aware that electricity not requested in advance cannot be guaranteed during the setup of the event. Services can be ordered from the BJCC website www.bjcc.org or calling 205-458-8898. There is a \$45.00 fee for minimum electrical service to any exhibit or display. Charges will increase if usage is more than the minimum service.

Telecommunications

All telecommunications services are provided by and payable to The BJCC. Available are a variety of services including; telephone lines, ISDN lines, voice mail, internet, fax lines and T-1s.

Other Utilities

Compressed Air and Water are also provided by and payable to The BJCC. Correct forms are in this packet.

Elevators

Under no circumstances shall freight be moved in a passenger elevator.

BIRMINGHAM-JEFFERSON CONVENTION CENTER RULES (Continued)



Loading Docks

All unattended vehicles left in the loading docks are subject to be towed at the owner's expense without notice. Please coordinate all use of loading docks with MC2.

Parking

Self-parking is available for over 1700 vehicles as well as valet parking at the adjacent BJCC parking garage (rates may vary). If additional over-sized parking is necessary, please contact MC2 or Event Management for availability.

Alcohol 🚫

No sampling of distilled alcoholic beverages will be allowed by the Alcoholic Beverage Commission of Alabama. Table wines and brewery products may be sampled. All alcohol samples must be dispersed by BJCC staff.

Damage to the Facility

All exhibitors are responsible for returning the space they have leased from Show Management to the facility in the same condition in which they received it or better. Damage to leased space or surroundings by an exhibitor during move-in, show days, or move-out is the responsibility of that exhibitor. Costs to repair damages will be billed to the exhibitor. Any damages should be reported immediately to Show Management.

Copy Righted Materials

Exhibitor shall not play or permit the playing or performance of, or distribution of any copyrighted material at the Event unless it has obtained all necessary rights and paid all required royalties, fees or other payments.

Observance of Laws

Exhibitor shall abide by and observe all federal, state and local laws, codes, ordinances, rules and regulations, and all rules and regulations of the Event Facility (including any union labor work rules). Without limiting the foregoing, Exhibitor shall construct its exhibits to comply with the Americans with Disabilities Act.

Sound Devices

The use of devices for mechanical reproduction of sound or music may be permitted, but must be controlled. Sound of any kind must not be projected outside of the exhibit booth. Show Management maintains the right to ask an exhibitor at any time to lower the volume of a sound device or turn it off if it is deemed to be disruptive to neighboring exhibitors.

SALES TAX INFORMATION



Any exhibitor selling items is required to pay sales tax to the following agencies at the corresponding rates:

State of Alabama	4%
Jefferson County	2%
City of Birmingham	3%

Envelopes will be provided on site for all 3 agencies and must be returned to the MC2 service desk at the end of the show.



We currently have the email address on file that was provided on your signed contact. On occasion, we send out pertinent information regarding set-up and logistics to the address on file. If you would like another email address added to that list, please send it to Ben.J.Ashby@espn.com with the following message: **“Please add me to the 2010 Bassmaster Classic Expo mailing list.”**



PLEASE NOTE: CREDENTIALS WILL NOT BE PRINTED ON SITE

Instructions for credential application

1. Send an email to Ben Ashby, Operations Manager at Ben.J.Ashby@espn.com.
2. Make sure to include the main contacts name, company, email, & phone number. Also, include the names of the people you will have working in your booth.
3. If you do not know some of the names that will be working in your booth, just make note of that and generic credentials with your company name will be produced.

ANNOUNCEMENTS FORM



Announcements will be made only for special events such as celebrity appearances or give-aways.

Please complete and turn in to the Show Office by ~~9:00~~ **9:00am the day the announcement is to be made.** Announcements turned in after 9:00am cannot be guaranteed. Show Management has the right to refuse to make any announcements. Copies of this form will be available in the Show Office.

Exhibiting Company _____

Booth# _____ Contact _____

Date of Announcement _____ Time of Announcement _____

Announcement Text:

BASS APPROVAL: _____

(To be approved by Show Mgmt)

CHECKLIST FOR A SUCCESSFUL SHOW 🚧



Planning Stage

Spend time planning

- Determine why are you exhibiting... to drive sales, awareness, introducing new product, relationships
- Use that info to identify key messages
- Develop scripts for employees to follow (Feature/Benefit/Value)

Collect leads and Follow up

- Many companies do not follow up
- Create a Plan for acquiring leads and follow up on those leads within days of show ending

Your responsibility to drive traffic to your booth

- Become creative...use website, blogs, social media sites, and newsletters... reach out to media (🚧 be on the lookout for the new ESPN Outdoors Classic Expo Twitter site)

Marketing your exhibit

- Attach business cards to all promotional materials/handouts
- Make sure your website is up to date
- Materials should include your website/email/phone

Booth Configuration

Keep the booth simple/clean & Booth should represent your company

- Do not clutter
- Image is evaluated/compared in seconds
- Visuals are most important-more effective than words or noise
Should be done by experts if possible, clean look, consistency, reflect your business, straight to the point, eye level is most effective, products and brochures need to be easy to reach
- Lighting structures is another way to increase the instant focus of your booth (lighting can increase awareness of your booth by 30-50%)
- All staff should wear branded clothing or at least similar clothes to match your company (look like a team)
- Allow access into your booth. A table/counter at the front can discourage booth traffic, especially on a busy floor, allow people into your space

Show Staff

Personnel who work the booth are what people remember

- 80% of attendees remember their interactions with exhibitors over any thing else
- Train your staff-be sure everyone is all on same page i.e. goals, features/benefits, common Q's
- Rotate your staff frequently (4 hours shifts is optimal)
- As you know, working a booth is exhausting and customers can tell when workers are tired

During Show

Observe and Document the experience

- What you like/do not like about the show-location, strategy, issues, reminders for what works

Use show to learn

- Industry trends
- Gain competitor insights
- Make industry contacts
- Strengthen customer relationships

2010 BASSMASTER CLASSIC VENUES



EXPO

2010 Bassmaster Classic Outdoors Expo presented by Dick's Sporting Goods
Birmingham-Jefferson Convention Complex
2100 Richard Arrington, Jr. Blvd. North
Birmingham, AL 35203
Phone 205-458-8400

WEIGH IN

2010 Bassmaster Classic
Birmingham-Jefferson Convention Center (Arena)
2100 Richard Arrington, Jr. Blvd. North
Birmingham, AL 35203
Phone 205-458-8400

LAUNCH

Beeswax Creek Boat Ramp
537 Beeswax Park Road
Columbiana, AL 35051
Phone 205-991-2015

OFFICIAL HOST HOTEL

Sheraton Birmingham Hotel
2101 Richard Arrington Jr. Blvd. North
Birmingham, AL 35203
Phone 205-324-5000

AREA HOTELS

<http://www.birminghamal.org/eventaccomodationslist-BASS.asp#central>

BIRMINGHAM AIRPORT

Birmingham-Shuttlesworth International Airport
5900 Messer Airport Highway
Birmingham, AL 35212
<http://www.flybirmingham.com>

Airlines: American, Continental, Delta, Southwest, United, US Airways

DIRECTIONS TO THE LAUNCH



CONVENTION CENTER/HOTEL TO/FROM LAUNCH

BJCC/Sheraton Birmingham to the Launch at Beeswax Creek Boat Ramp

1. Start NE on RICHARD ARRINGTON JR BLVD N toward 22ND ST N. 0.4 mi
2. Turn RIGHT onto US-31 S/CARRAWAY BLVD/AL-3 S. 3.0 mi
3. Merge onto US-280 E/AL-38 E toward SYLACAUGA/ZOO-GARDENS. 26.4 mi
4. Turn SLIGHT RIGHT onto AL-25. 8.8 mi
5. Turn LEFT onto S MAIN ST/CR-61. Continue to follow CR-61. 2.8 mi
6. Stay STRAIGHT to go onto AL-145. 2.0 mi
7. Turn LEFT onto BEESWAX PARK RD. 0.3 mi
8. End at 537 Beeswax Park Rd Columbiana, AL 35051

Estimated Time: 56 minutes

Estimated Distance: 43.72 miles

Launch at Beeswax Creek Boat Ramp to the BJCC/Sheraton Birmingham

1. Start out going WEST on BEESWAX PARK RD toward AL-145. 0.3 mi
2. Turn RIGHT onto AL-145. 2.1 mi
3. Turn SLIGHT RIGHT onto CR-61. 2.7 mi
4. Turn RIGHT onto AL-25. 8.7 mi
5. Turn LEFT onto US-280 W/ AL-38 W. 26.0 mi
6. Merge onto US-31 N/ AL-3 N toward BIRMINGHAM. 3.4 mi
7. Turn LEFT onto RICHARD ARRINGTON JR BLVD N. 0.4 mi
8. End at Sheraton Birmingham

Estimated Time: 56 minutes

Estimated Distance: 43.67 miles



HELPFUL INFORMATION

Area Code:	205
Population:	Metro-just over 1 million
Television Stations:	7 commercial, 3 independent, and 1 public educational station
Radio Stations:	14 AM and 18 FM stations
Newspapers:	1 daily (Birmingham News, morning) plus weeklies and monthlies
Convention/Visitor Bureau:	205-458-8000; 800-458-8085
CAP (City Action Partners):	Got a flat? Lock your keys in the car? Monday-Friday, 7 am to midnight; Saturday 11 am to 7 pm; 205-251-0111 Downtown only
Weather:	205-945-7000

Ground Transportation

Taxi Cabs

Airport Express	205-591-7770
American Cab Co	205-322-2222
Birmingham Door To Door	205-591-5550
eShuttle	205-702-4566
R. C. American Cab	205-252-1131

Wheelchair Accessible

Max Vip	205-521-0101
Clastran	205-325-8787
Buzz-A-Bus	205-879-3438
Fresh Air	205-744-7475
J & B Passenger Service	205-781-5702
Special Needs Transportation	205-821-3736

Hospitals

Birmingham VA Medical 700 19th St. South	205-933-8101
St. Vincent's Hospital 2800 8th Ave South	205-939-7000
Cooper Green Mercy Hospital 1515 6th Ave South	205-930-3200

BJCC MAP AND DIRECTIONS



From Atlanta and Gadsden

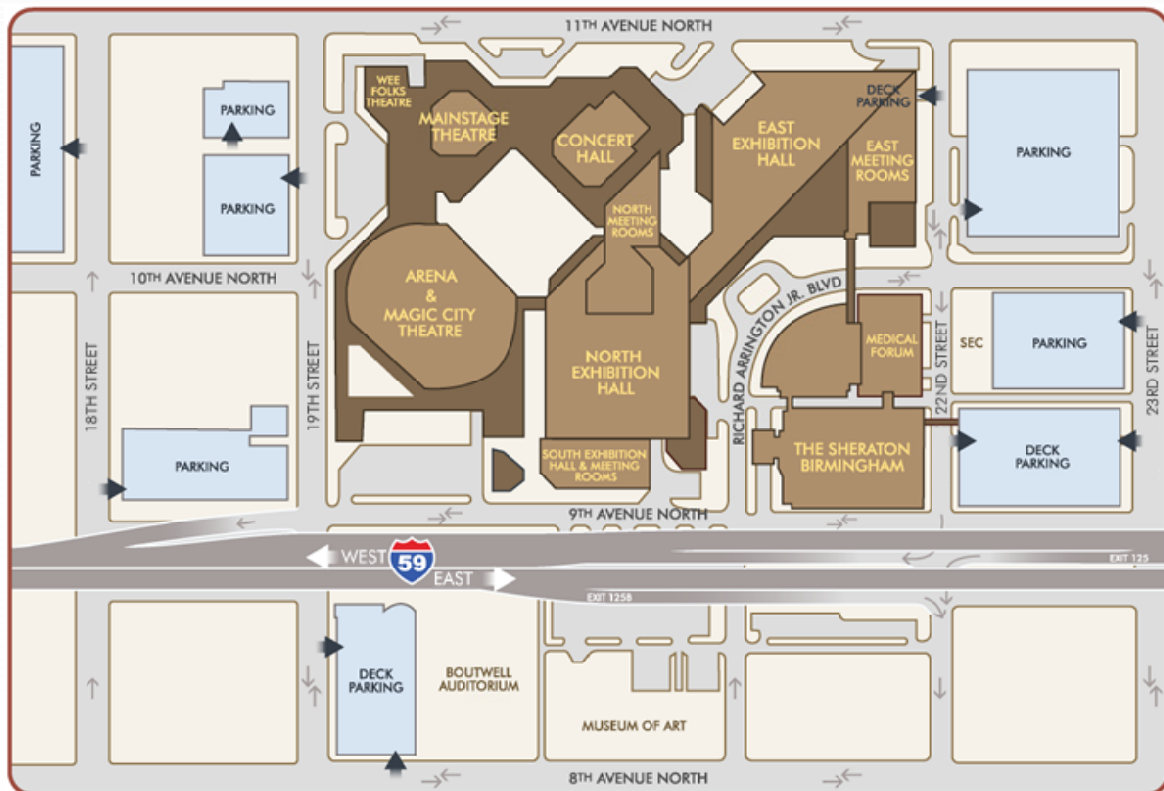
Take 22nd Street exit from I-20/59 west (125) At bottom of ramp go straight across 22nd Street. At the next intersection take a right on to Richard Arrington Jr. Blvd North. The Sheraton Birmingham Hotel and Medical Forum are on your right and the Arena, Concert Hall, Exhibition Halls and Meeting Rooms are on your left.

From US Hwy 280

Take Carraway Blvd. exit. At the second light take left on to Richard Arrington Jr. Blvd North. Go four blocks.

From Huntsville, Montgomery or Tuscaloosa

At the downtown interchange of I-20/59 and I-65 take I-20/59 east to Atlanta and Gadsden. Take the 17th Street exit (125A) and turn left on to 8th Avenue (first light). Take left on 19th Street, go under the interstate and the Arena is on the right side of the street.



BIRMINGHAM WEATHER



Historical (1994-2009)

High (AVG)	60°
Range	36°-79°
Low (AVG)	40°
Range	17°-64°

Historical (1994-2009)

temp over 60°	56%
temp under 32°	28%
precipitation	0.19
percent chance	41%

Begin Civil Twilight	5:58 AM
Sunrise	6:23 AM
Sunset	5:37 PM
End Civil Twilight	6:02 PM

Last 3 Years

2009	2/16	2/17	2/18	2/19	2/20	2/21	2/22
Avg temp	43	40	63	44	36	45	39
max	54	50	76	57	49	60	49
min	31	30	50	31	23	29	29
precip	0	0.06	0.27	0	0	0.05	0

2008	2/16	2/17	2/18	2/19	2/20	2/21	2/22
Avg temp	56	59	46	43	52	48	58
max	68	66	55	56	67	53	66
min	44	51	37	30	36	43	50
precip	0	0.86	0	0	0	0.91	0.88

2007	2/16	2/17	2/18	2/19	2/20	2/21	2/22
Avg temp	29	41	36	42	59	63	57
max	38	51	48	59	69	72	72
min	20	30	24	25	49	53	41
precip	0	0	0	0	0.03	0.18	0

WEIGH-IN INFORMATION



Weigh-In Location

Birmingham-Jefferson Convention Complex
2100 Richard Arrington, Jr. Blvd. North
Birmingham, AL 35203

Doors Open

Friday, February 20, 2010 3:30 pm
Saturday, February 21, 2010 3:30 pm
Sunday, February 22, 2010 3:30 pm

Previous Classic Winners:

1971: Bobby Murray	1984: Rick Clunn	1997: Dion Hibdon
1972: Don Butler	1985: Jack Chancellor	1998: Denny Brauer
1973: Rayo Breckenridge	1986: Charlie Reed	1999: Davy Hite
1974: Tommy Martin	1987: George Cochran	2000: Woo Daves
1975: Jack Hains	1988: Guido Hibdon	2001: Kevin VanDam
1976: Rick Clunn	1989: Hank Parker	2002: Jay Yelas
1977: Rick Clunn	1990: Rick Clunn	2003: Michael Iaconelli
1978: Bobby Murray	1991: Ken Cook	2004: Takahiro Omori
1979: Hank Parker	1992: Robert Hamilton Jr.	2005: Kevin VanDam
1980: Bo Dowden	1993: David Fritts	2006: Luke Clausen
1981: Stanley Mitchell	1994: Bryan Kerchel	2007: Boyd Duckett
1982: Paul Elias	1995: Mark Davis	2008: Alton Jones
1983: Larry Nixon	1996: George Cochran	2009: Skeet Reese

2011 Classic Location - New Orleans, LA (Feb 18-20, 2011)

"The City of New Orleans has a long-standing reputation as a favorite destination city for major sporting events, and the Greater New Orleans Sports Foundation has a history of hosting these world class events that include Super Bowls, Final Fours, and most recently, the NBA All Star Weekend," said Sam Joffray, vice president, communications, for the Greater New Orleans Sports Foundation. "We are proud to include previous Bassmaster Classics in that list, and even more proud to announce BASS' return in 2011. "Since Hurricane Katrina, our event partners have played a key role in spearheading the recovery effort of New Orleans. Make no mistake about it, Louisiana remains a Sportsman's Paradise."

Be sure to contact DEBORAH SMART with the BASS Sales Team to secure your space for future shows. Deborah.Smart@espn.com

2010 BASS TOURNAMENT SCHEDULE



2010 Bassmaster Elite Series

California Delta, Stockton, CA	March 11-14, 2010
Clear Lake, Clear Lake, CA	March 18-21, 2010
Smith Mountain Lake, Moneta, VA	April 15-18, 2010
Pickwick Lake, Florence, AL	April 29-May 2, 2010
Lake Guntersville, Guntersville, AL	May 6-9, 2010
Clarks Hill Lake, Evans, GA	May 20-23, 2010
Kentucky Lake, Paris, TN	June 9-12, 2010* (W-SAT)
Arkansas River, Muskogee, OK	June 17-20, 2010
Bassmaster Postseason Week (TBD-top 12 anglers)	(TBD)



2010 Bassmaster Opens

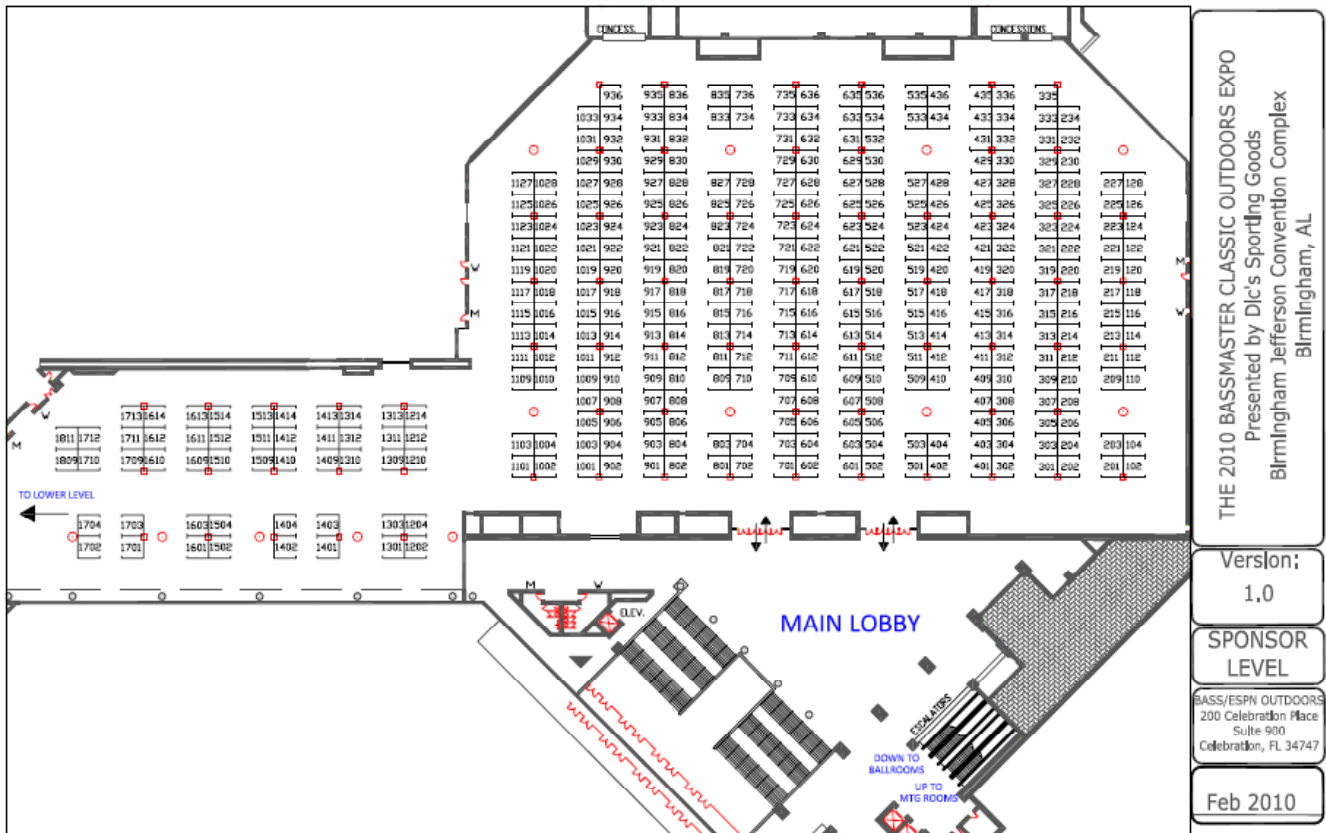
Lake Okeechobee, Okeechobee, FL (Southern)	January 14-16, 2010
Lake Amistad, Del Rio, TX (Central)	April 8-10, 2010
Smith Lake, Jasper, AL (Southern)	May 13-15, 2010
Red River, Shreveport, LA (Central)	June 3-5, 2010
Lake Champlain, Plattsburgh, NY (Northern)	July 22-24, 2010
Detroit River, Detroit, MI (Northern)	August 19-21, 2010
Chesapeake Bay, Cecil County, MD (Northern)	September 16-18, 2010
Lake Seminole, Bainbridge, GA (Southern)	October 7-9, 2010
Lake Texoma, Denison, TX (Central)	October 12-23, 2010



2010 Academy Sports & Outdoors Bassmaster Women's Tour

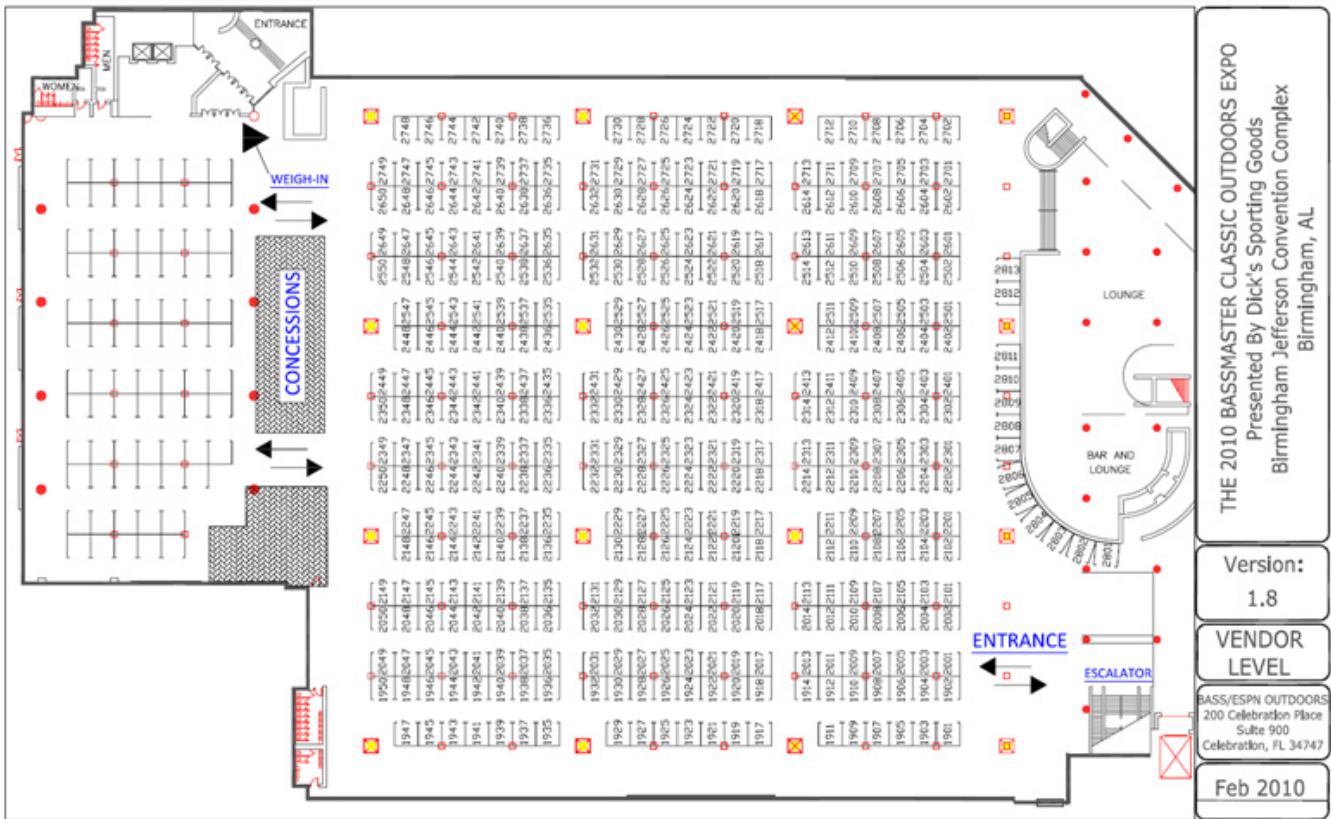
Lake Wheeler, Decatur, AL	March 18-20, 2010
Sam Rayburn Reservoir, Lufkin, TX	April 22-24, 2010
Belton Lake, Temple, TX	June 10-12, 2010
Ouachita River, West Monroe, LA	September 16-18, 2010
Sam Rayburn Reservoir, Lufkin, TX (WBT Championship)	October 15-17, 2010

BJCC FLOOR PLAN - SPONSOR (UPPER) LEVEL



Check <http://www.bassmaster.com/expo> for the most up to date floor plans

BJCC FLOOR PLAN - VENDOR (LOWER) LEVEL



Check <http://www.bassmaster.com/expo> for the most up to date floor plans



EXTENDING BRANDS INTO EXPERIENCE

Dear Exhibitor:

We are pleased to announce that MC² has been selected as the official service contractor for:

**2010 BASSMASTER CLASSIC
FEBRUARY 19 – 21, 2010
BIRMINGHAM JEFFERSON CONVENTION CENTER
BIRMINGHAM, AL**

Our purpose is to help you have the most successful show ever. We have enclosed information and order forms for ordering Furniture, Accessories and Services. Please read this information carefully. **Order by the deadline date and receive the discount rate on Furnishings, Accessories and Carpet.**

Each Sponsor booth will include:

- Red and White backwall drape
- Red siderail drape
- 1 – identification sign
- Aisle carpet will be red

All other in-line booths will include:

- Blue and White backwall drape
- Blue siderail drape
- 1 – identification sign
- The aisle carpet will be blue

The exhibit hall is **not** carpeted

Exhibitor Show Information

Deadline Date for Discount Rates	Wed., Feb. 3, 2010	See enclosed order forms
Last day for Advance Shipments	Fri., Feb. 12, 2009	See Shipping Information
First day for Direct Shipments	Wed., Feb. 17, 2009	See Shipping Information
Exhibitor Installation	Wed., Feb. 17, 2009 (Bulk space exhibitors only)	12:00pm – 5:00pm
	Thu., Feb. 18, 2009 (All exhibitors)	8:00am – 5:00pm
Show Hours	Fri., Feb. 19, 2009	12:00pm – 8:00pm
	Sat., Feb. 20, 2009	10:00am – 8:00pm
	Sun., Feb. 21, 2009	10:00am – 4:00pm
Exhibitor Dismantle	Sun., Feb. 21, 2009	4:00pm – 12:00am
	Mon., Feb. 22, 2009	8:00am – 12:00pm
Deadline for Carrier check-in	Mon., Feb. 22, 2009	10:00am

Sincerely,

MC²

CUSTOMER SERVICE - 800-322-9452 x2650



500 Interstate W. Pkwy
Lithia Springs, GA 30122
Toll Free: 800-322-9452
Ph: 770-745-1001 Fax: 770-745-4267

PAYMENT POLICY

Extending Brands into Experience

MC² has established the following terms and conditions of sale for all services rendered by us:

- MC² requires payment for all services upon presentation of an invoice at the exhibit site. To receive a discount, payment must accompany your advance order and be received prior to the Deadline Date on your order form. Advance payment can be made by completing the Credit Card Authorization form provided in this service manual or by company check. A purchase order is not considered payment.
- All payments must be made in U.S. funds and drawn on a U.S. Bank.
- If your firm or agency requires a purchase order to be used for any services rendered, such purchase orders Must accompany the order forms. **PURCHASE ORDERS ARE NOT ACCEPTED AT SHOW SITE.** Government agencies please note.
- All materials and equipment are on a rental basis, except where specifically identified as a sale, and remain the property of MC².
- Exhibitors with a history of delinquent payment and/or open balances will be required to settle their past due accounts and forward an advance deposit to cover the estimated costs of service and, if such deposit is not sufficient, will be required to settle their accounts prior to the close of the exhibit.
- **INTERNATIONAL EXHIBITORS** will be required to settle their accounts in full **PRIOR** to the close of the exhibit. Payments must be made in U.S. Funds by credit card, cash, or check drawn on a U.S. bank. If you need to wire transfer the funds please send to the following:
PNC Bank
ABA #031207607/PNC Bank New Jersey
Lock Box A/C #8019342744
Beneficiary: Creative Management Services d/b/a MC²
- **FOR ALL EXHIBITORS**, invoices will be available at the Service desk prior to the close of the exhibit. MC² will accept payment by cash, company check, or Credit Card Authorization from VISA, Mastercard, or American Express. MC² reserves the right to check the credit available on any card presented.
- It is the responsibility of the Exhibitor to advise the MC² desk representative of any problems with any orders, and to check his invoice for accuracy prior to the close of the exhibit. No credits will be issued after the exhibition closing.
- Payment for ALL labor, equipment and services, whether ordered by the exhibitor, display house, non-official contractor or other parties shall be the **RESPONSIBILITY OF THE EXHIBITOR.**
- MC² reserves the right to institute collection action against the exhibitor, in the event payment from the third parties in a timely manner.



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 email: aphillips@mc-2.com

Extending Brands into Experience

RECAP OF ORDERS AND PAYMENT INFORMATION

Furnishings and Accessories Order Form	
Carpet Order Form	
Signs, Graphics Order Form	
Cleaning Order Form	
Material Handling Order Form	
Installation & Dismantle Order Form	
Forklift Order Form	
Hanging Sign Order Form	
<p>Total paid in U.S. funds or drawn on a U.S. bank: Make all checks payable to MC²</p> <p>To simplify payment, send one check for the entire amount or note the amount to charge your credit card</p> <p>Charge my credit card in the amount of:</p> <p>Check No. _____ Dated _____ in the amount of:</p>	

CREDIT CARD AUTHORIZATION

Charge to: <input type="checkbox"/> American Express <input type="checkbox"/> Mastercard <input type="checkbox"/> Visa		
Account Number:	Exp. Date	3 digit id code on back of Visa
	<input type="text"/>	<input type="text"/>
Cardholder's Name (Print or Type)		
Cardholder's Address		
City	State	Zip
Cardholder's Signature		

Payment Policy: 100% advance payment must accompany your order to qualify for any advance prices. All orders received without advance payment or at the Service Desk will be charged at Floor Price. All invoices must be settled at our service desk prior to close of show. We accept VISA, Mastercard, or American Express. Please return this form with your check or credit card information to MC² at the above address. **For your convenience, we will also use this authorization form to charge your account for any additional services incurred during the show.**

Exhibiting Company Name:	Telephone #:	Booth #:
Billing Address:	Fax #:	
City/State/Zip:	Authorized By:	
Email address for confirmations and invoices:		
Show Name: 2010 BASSMASTERS CLASSIC		PAGE 28



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FURNISHINGS AND ACCESSORIES

DISCOUNT DEADLINE DATE
FEBRUARY 3, 2010

QTY.	ITEM	DISCOUNT	FLOOR	TOTAL
Seating				
___	Upholstered Side Chair	\$60.00	\$84.00	___
___	Upholstered Arm Chair	\$68.00	\$95.00	___
___	Stool with Padded Back	\$70.00	\$105.00	___
Accessories				
___	Wastebasket	\$17.00	\$24.00	___
___	Easel	\$28.00	\$39.00	___
___	Bag Stand	\$75.00	\$105.00	___
___	Literature Stand	\$125.00	\$175.00	___
___	30"h 36" rd table	\$85.00	\$110.50	___
___	42"h 36" rd cocktail table	\$85.00	\$110.50	___
Special Drapery				
___	Linear Ft of 8' High Drapery	\$17.00	\$24.00	___
___	Linear Ft of 3' High Drapery	\$13.00	\$18.00	___
Choose Color: <input type="checkbox"/> GRAY <input type="checkbox"/> RED <input type="checkbox"/> BLUE <input type="checkbox"/> TEAL <input type="checkbox"/> BURGUNDY <input type="checkbox"/> BLACK <input type="checkbox"/> WHITE				
Riser Draped White				
9" High by 9' Deep by 4', 6', or 8' Long				
___	4' Draped Riser	\$47.25	\$62.00	___
___	6' Draped Riser	\$52.50	\$68.25	___
Perfboard or Tackboards				
Choose One: <input type="checkbox"/> Perfboard <input type="checkbox"/> Tackboard				
Install: <input type="checkbox"/> Vertical <input type="checkbox"/> Horizontal				
___	4'x8' White Panel	\$110.00	\$143.00	___

Cancellation Policy: Items cancelled after delivery to booth will be subject to a 50% charge of the original price.

QTY.	ITEM	DISCOUNT	FLOOR	TOTAL
Orders received without color choice will be selected by decorator. Draping includes draping on three sides.				
Draping choose color: <input type="checkbox"/> GRAY <input type="checkbox"/> RED <input type="checkbox"/> BLUE <input type="checkbox"/> WHITE <input type="checkbox"/> BLACK <input type="checkbox"/> TEAL <input type="checkbox"/> BURGUNDY <input type="checkbox"/> GREEN				
Wood Tables				
30" High by 2' Deep by 4', 6', or 8' Long				
Undraped				
___	2'x4' Long Wood Table	\$38.00	\$50.00	___
___	2'x6' Long Wood Table	\$47.50	\$62.00	___
___	2'x8' Long Wood Table	\$54.00	\$71.00	___
Draped				
___	2'x4' Long Wood Table	\$85.00	\$119.00	___
___	2'x6' Long Wood Table	\$110.00	\$154.00	___
___	2'x8' Long Wood Table	\$125.00	\$175.00	___
___	4th Side Draping	\$35.00	\$45.50	___
Wood Counters				
42" High by 2' Deep by 4', 6', or 8' Long				
Undraped				
___	2'x4' Long Counter	\$60.00	\$78.00	___
___	2'x6' Long Counter	\$70.00	\$91.00	___
___	2'x8' Long Counter	\$78.00	\$101.50	___
Draped				
___	2'x4' Long Counter	\$110.00	\$154.00	___
___	2'x6' Long Counter	\$130.00	\$182.00	___
___	2'x8' Long Counter	\$150.00	\$210.00	___
___	4th Side Draping	\$35.00	\$45.50	___
1	Total All Items Ordered		\$	_____
2	Add 4% Tax		\$	_____
3	PAYMENT ENCLOSED		\$	_____

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Exhibiting Company Name:	Telephone #:	Booth#:
Billing Address:	Fax #:	
City/State/Zip:	Authorized By:	
Show Name: 2010 BASSMASTERS CLASSIC		



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Extending Brands into Experience

CARPET STANDARD AND PLUSH

**DISCOUNT DEADLINE DATE
 FEBRUARY 3, 2010**

Standard Carpet

Standard Carpet is for booths that are 10' wide and up to 50' in length. For larger booths such as islands or peninsulas, you must order either Plush or Standard Custom Cut.

	QTY	Discount Price	Floor Price	Total
9'x10' Carpeting	_____	\$140.00	\$196.00	_____
9'x20' Carpeting	_____	\$280.00	\$392.00	_____
9'x30' Carpeting	_____	\$420.00	\$588.00	_____
9'x40' Carpeting	_____	\$560.00	\$784.00	_____

Standard Carpet Color: Please check color

- GRAY RED BLUE TEAL BLACK BURGUNDY GREEN

Standard Carpet - Custom Cut Choose color above.

Custom sizes are available in any dimension. Price includes, laying and taping front seams and edges.

Custom Cut Carpet	Dimension	Size	Discount Price	Floor Price	Total
	_____ x _____ = sq ft	_____	\$2.25/sq.ft	\$3.15/sq.ft.	_____

Padding and Visqueen

Carpet Padding	_____ x _____ = sq ft	_____	\$.85/sq.ft.	\$1.20/sq.ft.	_____
Visqueen	_____ x _____ = sq ft	_____	\$0.50/sq.ft.	\$0.70/sq.ft.	_____

Plush Custom Carpet

Rental includes installation prior to delivery of your exhibit and visqueen covering to protect carpet.
(200sq ft Minimum to place order)

Plush Carpet	Dimension	Size	Discount Price	Floor Price	Total
	_____ x _____ = sq ft	_____	\$3.25/sq.ft	\$4.55/sq.ft.	_____

Plush Carpet Colors: Please check color

- RED NAVY BLACK EMERALD
 CHARCOAL GREY PEARL BLUE MIST JADE

Standard carpet items ordered and delivered, but cancelled, will be charged 50% of the standard price. Plush carpet if cancelled is non-refundable.

- 1 Total all items ordered \$ _____
 2 Add 4% sales tax \$ _____
 3 Payment Enclosed \$ _____

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Exhibiting Company Name:	Telephone#:	Booth #:
Billing Address:	Fax #:	
City/State/Zip:	Authorized by:(Please Print)	
Show Name: 2010 BASSMASTER CLASSIC		



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CLEANING ORDER FORM

Extending Brands into Experience

ITEM

RATE

Booth Cleaning Service (Includes emptying of wastebasket)

- VACUUM ONE TIME BEFORE SHOW OPENING
- VACUUM BEFORE SHOW OPENS EACH DAY*

.35 (35.00min) {price per sq.ft. per day}
 .30 (30.00min) {price per sq.ft. per day}

Shampoo Service

- SHAMPOO CARPET BEFORE SHOW OPENS

.45 (45.00min) {price per sq.ft. per day}

Periodic Porter Service

MC² will remove refuse from containers once an hour, show hours only

- DAILY

93.50 per day

Mopping and Waxing

- AVAILABLE UPON REQUEST

*Daily-Calculate 3 days when ordering daily service. Cost of Vacuuming and Shampooing will be invoiced on the total area of your booth.

The above carpet service includes emptying of wastebaskets. All rental carpets are delivered clean to your booth. During set-up the carpet can become soiled. We suggest that you order cleaning at least once before the show opens. To avoid any misunderstandings regarding these services, please bring discrepancies to our attention at show site. Adjustments cannot be made after the close of the show.

CALCULATION OF ORDER

Multiply the Square Feet x Daily Rate x Number of Days

SERVICE	SQUARE FEET	X	DAILY RATE	X	NUMBER OF DAYS =	TOTAL
Vacuuming			\$			
Shampooing			\$			
Periodic Porter Service			\$			
TOTAL SERVICES ORDERED						\$
TOTAL PAYMENT ENCLOSED						\$

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Billing Address:	Fax #:	
City/State/Zip:	Authorized By:	
Show Name: 2010 BASSMASTERS CLASSIC		



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Extending Brands into Experience

**SIGNS AND GRAPHICS
 ORDER FORM
 DISCOUNT DEADLINE DATE
 FEBRUARY 3, 2010**

PRICE LIST FOR 10 WORDS OR LESS

SIZE	QTY	DISCOUNT	FLOOR	TOTAL
7" X 44"	_____	\$50.00	\$100.00	_____
11" X 14"	_____	\$48.00	\$96.00	_____
14" X 22"	_____	\$65.00	\$130.00	_____
22" X 28"	_____	\$80.00	\$160.00	_____
28" X 44"	_____	\$120.00	\$240.00	_____
Vinyl Banner	_____	Call for quote		
1. Total All Items Ordered				
2. Add 4% Sales/Use Tax				
3. Payment Enclosed				

QTY	OPTIONAL ITEM	RATE	TOTAL
_____	Copy exceeding 10 words	\$3.00 each	_____
_____	Cardboard easel backs	\$10.00 each	_____

- * MC² reproduces copy spelled as submitted
- * State sales tax will be added to all prices
- * When a card is to be done with special care such as color card and paint, glitter, trademarks of logos duplicated, an additional charge will be made
- * Advance quotations will be sent upon request
- * Orders received 7 days prior to show time are subject to overtime

- * Rates in effect at time show will prevail
- * Orders are confirmed only upon request

INDICATE COPY AND LAYOUT BELOW

- INSTRUCTIONS:** NO QUOTATION NECESSARY; THIS IS AN ORDER FORWARD A QUOTATION ON THE SIGN
- LAYOUT:** HORIZONTAL VERTICAL
- COLOR:** BLACK ON WHITE BLUE ON WHITE OTHER _____

SPECIAL INSTRUCTIONS

Payment Policy: 100% advance payment must accompany your order to qualify for any advance prices. All orders received without advance payment or at the Service Desk will be charged at Floor Price. All invoices must be settled at our service desk prior to close of show. We accept VISA, Mastercard and American Express. Please submit payment or credit card information to the above address.

Exhibiting Company Name:	Telephone #:	Booth #:
Billing Address:	Fax #:	
City/State/Zip:	Authorized By:	
Show Name: 2010 BASSMASTERS CLASSIC		



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SIGN HANGING ORDER FORM

Extending Brands into Experience

MC² is responsible for the pre-assembly and installation of all signs hung from the ceiling. No display or I&D company will be allowed to pre-assemble, remove or re-pack hanging signs.

This form MUST be received by MC² 2 weeks prior to the first exhibit move-in day, to allow for the required coordination with exhibit facility.

All signs that are to be hung from the ceiling must be sent in a separate container on a separate bill of lading marked "HANGING SIGN", to the advance warehouse address shown in the exhibitor kit. This sign MUST arrive no later than one week prior to the first exhibitor move-in day.

IF THESE PROCEDURES ARE NOT FOLLOWED, MC² CANNOT GUARANTEE THE HANGING OF YOUR SIGN.

Hanging Sign Rates & Restrictions

Rates Include:

- > Equipment, 2 men and supervision
- > One hour minimum charge will apply, after that charges are made in 1/2 hour increments for any part of that half hour.
- > Overtime begins at 5:00pm Monday - Friday. All day Saturday, Sunday and Holidays
- > Installation and removal times will be established by MC² per the availability of the hall and access under sign.
- > In all cases, signs should be shipped in and out separately. Carriers will not be held to await removal of hanging signs for shipment.
- > All wire clamps and harnesses will be supplied by MC² and billed with labor charges.
- > Recreating of signs will be handled on a time and material basis.

We cannot guarantee availability of crews at specified times without confirmation.

Restrictions:

Sign Placement

Please show in the rectangle at the right the placement of your sign in relation to the boundaries of your booth. Show the dimensions of the booth in the blanks provided. Please provide your display company with a copy of this form.

Number of feet from floor to top of sign: _____
 Number of feet in from left side: _____
 Number of feet in from front aisle: _____
 Does your sign require electrical connections? Yes No
 Has electrical service been ordered? Yes No

_____ Top Aisle #:
 Left Side Right Side
 _____ Bottom Aisle #:

NO. OF WORKERS	DATE	TIME	NO. OF CREWS	TOTAL HOURS
INSTALLATION				
DISMANTLE				

CREW CONSISTS OF EQUIPMENT AND 2 MEN.

	STRAIGHT TIME	OVERTIME	NO OF CREWS	X	RATE	X	HOURS	=	TOTAL COST
INSTALL RATE:	\$386.00 per hour	\$450.00 per hour							
DISMANTLE RATE:	\$386.00 per hour	\$450.00 per hour							

OK TO PROCEED WITHOUT SUPERVISION **EXHIBITOR SUPERVISED DO NOT PROCEED**

Payment: 100% advance payment must accompany your order. All invoices must be settled at our Service Desk prior to close of show. We accept Visa, Mastercard and American Express.

Exhibiting Company Name:	Telephone #:	Booth #:
Billing Address:	Fax #:	
City/State/Zip:	Authorized By:(Please Print)	
Show Name: 2010 BASSMASTERS CLASSIC		



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SHIPPING INFORMATION

Extending Brands into Experience

Advanced Crated Shipments to MC² Warehouse

DEADLINE DATE: FEBRUARY 12, 2010

Last day for shipments to arrive at warehouse.

Make out bill of lading and consign as follows:

NAME OF EXHIBITING COMPANY
NAME OF SHOW
BOOTH NUMBER
C/O MC²/
YRC
99 Murphee Rd
Birmingham, AL 35217
205-841-6423

Direct Shipments to Exhibit Site

BEGINNING DATE: FEBRUARY 17, 2010

First day for shipments to arrive at exhibit site.

Make out bill of lading and consign as follows:

NAME OF EXHIBITING COMPANY
NAME OF SHOW
BOOTH NUMBER
C/O MC²/
BJCC
2100 Richard Arrington Blvd
Birmingham, AL 35203

Collect Shipments Will Not Be Accepted

Advance Warehouse Rates Include: Crated materials will be unloaded at the warehouse, stored up to 30 days prior to the show, delivered to the dock of the exhibition site, unloaded and delivered to the exhibitors booth. Empty crates and containers will be stored during the show and returned to the booth at the close of the show. Materials will be picked up at the booth, delivered to the loading area and loaded onto trucks and charged a round trip rate. A 200 lb. minimum will be charged per shipment.

Direct Shipment Rate Include: Materials will be received at the dock of the exhibition site, unloaded and delivered to the exhibitor's booth. Empty crates and container will be stored during the show and returned to the booth at the close of the show. Materials will be picked up at the booth, delivered to the loading area and loaded onto trucks and charged a round trip rate. 200 lb. Minimum per shipment

Overtime Rates: All shipments handled before 8:00AM and after 5:00PM on weekdays and all hours Saturday, Sunday and holidays or after the Deadline Date specified above will be charged 25% above quoted rates. Additionally, when freight must be moved into or out of the exhibit site due to scheduling beyond the control of MC², overtime charges will apply. The surcharge applicable to overtime shipments is a 200 lb Minimum per shipment.

Special Handling Rates: There will be an additional charge of 40% on all shipments requiring special handling. This classification shall be applied to, but not limited to, uncrated materials, loose display parts, material not accompanied by the proper paperwork, and/or the description is such that the type of material cannot be determined.

Small Package Shipments: Shipments received without individual/carrier receipts or freight bills, such as UPS, Federal Express, Express Mail, Parcel Post, and Private Vehicle, etc., will be delivered to the booth without guarantee of piece count or condition. All freight is charged on a per shipment per day rate. NO LIABILITY WILL BE ASSUMED FOR SUCH SHIPMENTS.

Limits of Liabilities: The following terms and conditions apply to all shipments. Shipments made according to instructions stated herein shall constitute acceptance by the exhibitor of said limits.

- > MC² shall not be responsible for the damage to uncrated materials improperly packed, or for concealed damage.
- > MC² shall not be responsible for loss, theft or disappearance of exhibitor's materials after same have been delivered to exhibitor's booth.
- > MC² shall not be responsible for loss, theft or disappearance of materials before they are picked up from exhibitor's booth for reloading after the show. Bills of lading covering outgoing shipments which are furnished to MC² by exhibitors will be checked at time of actual pickup from booth and corrections made where discrepancies occur.
- > MC² shall not be responsible for loss, damage, or delay due to fire, Acts of God, strikes, lockouts or work stoppages of any kind, or to any causes beyond its control.
- > MC² Liability shall be limited to the physical loss of damage to the specific article which is lost or damaged, and in any event MC²'s maximum liability shall be limited to \$0.30 per pound per article with a maximum liability of \$50.00 per item or \$1,000 per shipment, whichever is less
- > MC² shall not be liable to any extent whatsoever for any actual, potential, or assumed loss of profits or revenues, or for any collateral costs, which may result from any loss or damage to an exhibitor's materials which may make it impossible or impractical to exhibit same.

PLEASE REFER TO THE MATERIAL HANDLING ORDER FORM FOR ALL RATES



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Extending Brands into Experience

DISPLAY INSTALLATION AND DISMANTLE ORDER FORM

RATES
\$68.00
\$100.00

STRAIGHT TIME: Monday-Friday 8:00am - 5:00pm
OVERTIME: Before 8:00am and after 5:00pm Monday - Friday
All day Saturday, Sunday and Holidays

Starting time can be guaranteed only in those instances where men are requested for the start of the workday, which is at 8:00am. The minimum charge for one hour per man will apply and time will commence in accordance with the exhibitor's request. Failure to call for labor at the requested time will result in a one hour charge per man requested unless 48 hours advance notice is provided.

Do not order between hours 12pm-1pm (scheduled lunch)

Plan A: Exhibitor's Supervision:

ALL WORK IS PERFORMED UNDER THE SUPERVISION OF THE EXHIBITOR REPRESENTATIVE. It is mandatory that the exhibitor's representative check in at the service desk to pick up men ordered. Also, it is mandatory for the representative to check men out at the service desk upon completion of work. If the exhibitor fails to use the workers at the time confirmed, a one hour "No Show" charge per worker will apply.

Plan B: MC² Supervision: (Does not include packing of product)

**PLEASE COMPLETE THE INFORMATION REQUESTED ON THE NEXT PAGE SO WE
MAY PROVIDE YOU WITH THE BEST POSSIBLE SERVICE. THANK YOU!**

ALL WORK IS PERFORMED UNDER THE DISCRETION OF MC². Our charge for this additional service is 30% of your total labor bill (\$40.00 minimum). This service saves the expense and productive time of your own personnel.

NO. OF WORKERS	DATE	TIME	APPROX. HOURS
INSTALLATION			
DISMANTLE			

ESTIMATE OF WORKERS REQUIRED

PLEASE ESTIMATE THE NUMBER OF WORKERS AND HOURS PER WORKER NEEDED BELOW.
 INVOICES WILL BE CALCULATED ACCORDING TO ACTUAL HOURS WORKED.

SERVICE	NUMBER OF WORKERS	X	HOURS PER WORKER	X	TOTAL WORKER HOURS	@	RATE	=	TOTAL
INSTALLATION									
ADD 30% (\$40.00 MINIMUM) FOR MC² SUPERVISION									
DISMANTLE									
ADD 30% (\$40.00 MINIMUM) FOR MC² SUPERVISION									
TOTAL SERVICES ORDERED									\$
TOTAL PAYMENT ENCLOSED									\$

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Billing Address:	Fax#:	
City/State/Zip:	Authorized By:(Please Print)	
Show Name: 2010 BASSMASTERS CLASSIC		



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FORKLIFT & LABOR ORDER FORM

Extending Brands into Experience

Labor & Equipment Rates

Exhibitors requiring forklifts to assemble displays or when uncrating, unskidding, positioning and reskidding equipment and machinery will need to estimate their needs below. A forklift is required for moving equipment or materials weighing 200lbs or more. **If you require a forklift, a crew will be assigned consisting of a forklift with an operator and 1 worker(s).** If you do not require a forklift, order the number of workers required.

HOURLY RATES	Weekdays and All Day	Forklift/Operator	Additional Labor
Straight Time	8:00am to 5:00pm Weekdays	\$143.00	\$68.00
Overtime	Before 8:00am and after 5:00pm weekdays and all day Saturday, Sunday and Holidays	\$175.00	\$100.00

*5000lbs maximum capacity. LARGER FORKLIFT AND CRANE SERVICE IS AVAILABLE UPON REQUEST

The minimum charge for labor is one (1) hour per worker. Gratuities in the form of labor hours for work not actually performed are prohibited and will not be honored by MC². All rates are subject to change if necessitated by increased labor and material

Order

Reserve forklifts and/or labor below. Starting times can be guaranteed only when labor is requested for 8:00am. Confirm labor and forklifts by 2:30pm the day before date requested. Please have a representative pick up the crew at the Service desk and supervise the work to be done. Upon completion, the exhibitors representative will return the crew to the Service desk and approve the work order.

We Will Need:

- Installation
- Dismantle

Date	Time (AM) (PM)	No. of Forklift Crews	No. of Extra Workers
*			

*Allow time for return of empty containers

Describe work to be done:

Number of Crews and/or Workers Needed x Hours Per Worker = TOTAL ESTIMATED HOURS TOTAL ESTIMATED HOURS X RATE = PAYMENT
TOTAL PAYMENT ENCLOSED

Payment Policy: Full estimated payment must be received prior to show move-in to guarantee forklift & workers. Please use the formula above to calculate your advance payment. Final invoicing will be done from the actual hours worked.

Exhibiting Company Name:	Telephone#:	Booth#:
Billing Address:	Fax#:	
City/State/Zip:	Authorized By:	
Show Name: 2010 BASSMASTERS CLASSIC		

MOBILE VEHICLE RULES AND REGULATIONS

Please Note: Toyota is the exclusive automobile dealer for the show. No other makes or models other than Toyota will be allowed on the show floor.

1. Any autos, trucks, motorcycles, or other motorized vehicles displayed shall have their batteries disconnected and terminals taped.
2. All motor vehicle tanks that contain fuel, or have ever contained fuel, shall be furnished with locking type gas caps or sealed with tape. The level of gas in tanks cannot exceed five gallons or 1/4 of a tank, whichever is less.
3. Garden tractors, chain saws, power plants, and other gasoline powered equipment shall be safeguarded in a similar manner.
4. All autos, trucks, and vehicles of any kind must show the location on the Fire Department approved floor plan 14 days prior to the show date.

Exhibitors displaying motorized vehicles must notify MC² 14 days prior to exhibitor move-in.

All exhibitors with mobile vehicles/boats will be charged the following round trip rates:

QTY	RATE	Total
_____	\$175.00 for vehicles/boats up to 25ft in length	_____
_____	\$275.00 for vehicles/boats 26ft to 40ft in length	_____
_____	\$500.00 for vehicles/boats 41ft and up in length	_____

Company Name: _____ Booth #: _____

A credit card on file is required for all exhibitors using this service.

Please fill out Recap of Orders and Payment Information form found under MC² Payment Forms

Thanks You,

Please return this copy to MC² by February 4, 2009
500 Interstate W. Pkwy.
Lithia Springs, GA 30122
Ph: 770-745-1001 Fax: 770-745-4267



500 Interstate W. Pkwy
 Lithia Springs, GA 30122
 Toll Free: 800-322-9452 x2650
 Ph: 678-398-2650 Fax: 770-745-4267

Extending Brands into Experience

OFFICIAL SERVICE CONTRACTOR (MC²) AND GUIDELINES FOR EXHIBITOR APPOINTED CONTRACTORS

Show Management, is acting on behalf of all Exhibitors. Service Contractor (MC²) to perform and provide necessary services and equipment.

Official Service Contractor (MC²) are appointed to:

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

The Official Service Contractor (MC²) 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.

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

- a) The Exhibitor must notify Show Management in writing and MC² 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.
- b) The Exhibitor shall provide evidence that the Exhibitor Appointed Contractor has a proper certificate of insurance with a minimum of \$1,000,000.00 liability coverage, including property damage, to show management and MC² at least 10 days before move-in.
- c) The Exhibitor agrees that he is ultimately responsible for all services in connection with his exhibit, including drayage, rentals & labor.
- d) The Exhibitor Appointed Contractor 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.

- e) The Exhibitor Appointed Contractor will share with MC² all reasonable costs related to its operation, including overtime pay or stewards, restoration old exhibit space to its initial condition, etc.....
- f) The Exhibitor Appointed Contractor must furnish Show Management and MC² 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 id badges as determined by Show Management.
- g) The Exhibitor Appointed Contractor 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.
- h) The Exhibit Appointed Contractor must confine its operations to the exhibit area of its client. No service desks, storage areas, or other work facilities will be located anywhere in the building. The show aisles and public space are not part of the exhibitor's booth.
- i) The Exhibitor Appointed Contractor shall provide if requested, evidence to MC² 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.
- j) The exposition floor, aisles loading docks, service and storage areas will be under the control of the Official Service Contractor, MC². The Exhibitor Appointed Contractor must coordinate all of its activities with MC².
- k) 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 because 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. Floral and photographic services must also be obtained through the Official Show Florist and Photographer.



500 Interstate W. Pkwy
 Lithia Springs, GA 30122
 Toll Free: 800-322-9452 x2650
 Ph: 678-398-2650 Fax: 770-745-4267
 email: aphilips@mc-2.com

Extending Brands into Experience

NON-OFFICIAL CONTRACTOR FORM

DEADLINE DATE: JANUARY 20, 2010

CONTRACTOR: **MC²**
500 INTERSTATE WEST PKWY.
LITHIA SPRINGS, GA 30122

All exhibitors who have appointed a hired agent or agents with authority to represent the exhibitor in its arrangements with MC² **must guarantee payment for all charges incurred by the agent for the exhibitor** before any orders for designers, or installers; advertising or public relations agencies or any other person or firm engaged by the exhibitor, other than the exhibitor's own employees, to arrange for its exhibit services.

Exhibitors wishing to use a contractor other than the official contractor to setup and dismantle their exhibits **must complete this form and return it to us by the deadline date listed above.**

All agents representing the exhibitor must be fully identified by the official badge. All agents or representatives who are performing services other than the exhibitor's own employees must provide management with Certificates of Insurance at the time that a request for an exception is made. These Certificates of Insurance must include public liability and property damage insurance for at least \$1,000,000.00 and workman's compensation insurance in accordance with local laws.

Exhibit Company		Booth Space No.
Authorized By		
Title		Phone
Contracting Company Name		
Contracting Company Address		
Estimated Arrival at Show	No. of Workers	Indicate One: <input type="checkbox"/> invoice authorized agent <input type="checkbox"/> invoice exhibitor

**RETURN THIS FORM AND INSURANCE CERTIFICATE TO THE ADDRESS LISTED ABOVE.
 IF WE DO NOT RECEIVE THIS INFORMATION BY THE DEADLINE DATE, MC² WILL SET THE EXHIBIT.**

Payment Police: 100% advance payment must accompany your order to qualify for any advance prices. All orders received without advance payment or at the Service Desk will be charged the Floor Price. All invoices must be settled at the Service Desk prior to close of show. We accept VISA, Mastercard and American Express. Please return this form with check or payment information to the above address.

Exhibiting Company Name:	Telephone #:	Booth #:
Billing Address:	Fax #:	
City/State/Zip:	Authorized by:	
Show Name: 2010 BASSMASTERS CLASSIC		



Utility Service Order Form

096264

Utility Service Information: (205) 458-8898
 Online Registration: <http://www.bjcc.org>
 Fax: (205) 458-8494

Birmingham Jefferson Convention Complex
 2100 Richard Arrington Jr. Blvd. North, Birmingham, AL 35203
 P.O. Box 13347 B'ham, AL 35202-13347

Electrical Service: See reverse side of form for rates

Quantity	amps or watts	Voltage	single phase	3-phase	Unit Price	Amount

Water Service: Minimum Pressure 50 P.S.I. Maximum Pressure 90 P.S.I. (3/4" conn.)

Description	Unit Price	Amount
First connection	\$57.50	
Each additional connection	\$34.50	
Fill up only (each time up to 250 gal.)	\$34.50	
Drain Line 3" First connection	\$28.75	
Drain Line 3" Each add'l connection	\$11.50	

Note: Price does not include materials for equipment

Compressed Air: 100-125 P.S.I. (3/4" conn.)

Quantity	Description	P.S.I.	C.F.M.	Unit Price	Amount
	First connection			\$63.25	
	Each additional connection			\$40.25	

Note: Exhibitor must provide own pressure regulator valve, price does not include materials for equipment

Natural Gas: Available upon request - call for quote

Quantity	Description	Quoted price	Quote by	Unit Price	Amount
	First connection			\$86.25	
	Each additional connection			\$57.50	
	Material cost				

Utility Re-Location

(An \$80.00 charge will be applied to line relocations if not included below or different from above.)

Payment Information

All payments not remitted before opening of show will be charged 50% more Sub-Total _____
 Orders received 10 days prior to show move-in deduct 12%..... (Deduct 12%) _____
 Method of Payment: Cash _____ Check # _____ Total Charges _____
 Credit Card # _____ Exp Date _____ Less Payment _____
 Total Due _____

Exhibitor Information

(Please print information below)

Event Name _____ Event Dates _____
 Firm Name _____ Telephone () _____
 Address _____ Fax Number () _____
 City & State _____ ZIP _____ Email Address _____
 Contact Name _____ Date _____
 *Signature _____ Booth Number _____

Payment submitted to: Attn Utility Service Department / BJCC Birmingham Jefferson Convention Complex



Telecommunications and Internet Service Order Form

002993

Online Ordering - <http://www.bjcc.org/orders>

Telecommunication Services - For Additional Information, please call (205) 458-8691.

Pricing - see rules below:		Advanced Order Pricing		Floor Order Pricing	
Analog Phone Line*	Number of Lines	_____ x \$150.00	=\$ _____	_____ x \$200.00	=\$ _____
ISDN Line	Number of Lines	_____ x \$200.00	=\$ _____	_____ x \$250.00	=\$ _____
Single Line Phone Set	Number of Sets	_____ x \$20.00	=\$ _____	_____ x \$20.00	=\$ _____
Speaker Phone	Number of Sets	_____ x \$30.00	=\$ _____	_____ x \$30.00	=\$ _____
Voice Mail Box	Number of VM Boxes	_____ x \$8.00	=\$ _____	_____ x \$8.00	=\$ _____

*All analog lines are dial "9". Your bank can help you reprogram your credit card machine if you require assistance.

Long Distance Services (check one)

- Restricted Dialing - Allows Local, Credit Card and 800 Calls
- Long Distance Dialing - Allows Local, 1 + Long Distance, Credit Cards & 800 Calls (Deposit Required) _____ x \$25.00 = \$ _____

Internet & Data Networking Services - For Additional Information, please call (205) 458-8461.

Pricing - see rules below:		Advanced Order Pricing		Floor Order Pricing	
Ethernet Internet Service**	First IP Address	_____ x \$300.00	=\$ _____	_____ x \$350.00	=\$ _____
	Additional IP Addresses	_____ x \$150.00	=\$ _____	_____ x \$175.00	=\$ _____

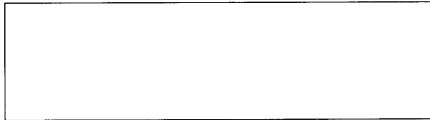
**All connections are 10Base-T and defines as 1 RJ-45 CAT 5 cable and 1 IP address routable by the facilities Internet service. Additional IP Addresses may be ordered for use with your hub connected to facility run cable.

Dedicated T-1 Line(s) Call for Schedule & Pricing - 30 Day Advance Notice Required

Order Total: = \$ _____

Rules / Regulations

- ADVANCE PRICES APPLY ONLY TO ORDERS RECEIVED WITH FULL PAYMENT 10 DAYS PRIOR TO FIRST MOVE-IN DAY. PAYMENT MUST BE RENDERED BEFORE SERVICE IS PROVIDED. **REMIT ORDERS VIA THE INTERNET AT WWW.BJCC.ORG, OR MAIL TO: UTILITY SERVICES, P.O. BOX 13347, BIRMINGHAM, AL 35202-3347, OR FAX TO: (205) 458-8494.**
- You will be responsible and liable for any lost, stolen or abused equipment. Equipment is for short-term rental only. Late orders are subject to equipment availability.
- Analog phone line installation includes a RJ11 jack to your booth. Line cords provided for an additional cost of \$10. Any moves and/or changes from the floor will carry a \$80.00 move charge. Obstructions blocking utility floor boxes are subject to relocation as necessary. Fees may apply.

Exhibitor Information	Installation Location
Name of Event _____ Installation Date _____ Booth # _____ Company Name _____ Street Name _____ City _____ State _____ Zip _____ Contact Name _____ Phone () _____ Fax () _____ E-Mail _____	Draw general locations in booth for your phone jacks and internet connections, otherwise we will place them in a convenient location. <div style="text-align: center;"> Rear  Front </div> Booth faces which isle number? _____ Check One: <input type="checkbox"/> Island Booth <input type="checkbox"/> Standard Booth <small>\$80.00 charge will be applied to line relocations if not included or different form above</small>

Payment Information

Method of Payment: Check # _____

Credit Card Information: (check one) American Express Mastercard Visa

Credit Card Holder Name: _____

Credit Card # _____ **Expiration Date (mm/yy)** _____

Authorized Signature* _____ **Order Total:** \$ _____

*Signature certifies that I have read all rules and regulations and accept the terms of this order form.

Birmingham Jefferson Convention Complex
 2100 Richard Arrington Jr. Blvd. North, Birmingham, AL 35203
 (205) 458-8400 / (205) 458-8494 Fax / www.bjcc.org

