



February 24-25, 2022

Westin Michigan Avenue

Chicago, IL

**Exhibitor
Prospectus**

EXHIBIT OPTIONS & FEES

Option #1: Cal-Lab SPONSOR

Fee: \$5500

Location of your exhibit:

Michigan Ballroom 2nd floor

This is a SPONSORS ONLY room. It is located at the end of the hallway and has been the favored room for exhibitors over the years. While all lab attendees may have access to this room, only exhibitors that are also sponsors will have access to this room.

Benefits of Sponsorship include:

- * 8' exhibit table space in Michigan Ballroom
- * Two complimentary badges for full registration, including meeting access + an option for Thursday networking lunch (excludes Closed Forum each day). This is an **excellent NETWORKING opportunity** for your company because you get direct exposure to lab owners/managers during entire event - not just during the exhibit hours!
- * Additional full registrations may be purchased at \$395 each.
- * Exhibitor badges as needed for employees at no additional charge for access to exhibit area only. Does not include access to meeting room or networking lunch.
- * On Cal-Lab website, sponsor logo listing with link to company website.
- * Program book listing with designation as a Supporting Sponsor.
- * Sponsor banner acknowledgement.
- * Opportunity to provide a PPT for the Exhibitor Showcase segment of the Cal-Lab program.
- * Newsletters: Logo listing

Option #2: Cal-Lab EXHIBITOR ONLY

Fee: \$1100

Location of your exhibit:

Erie Ballroom 2nd floor

All lab attendees may have access to this room.

Benefits of Sponsorship include:

- * 6' exhibit table space in Erie Ballroom
- * Full registrations are not included but may be purchased at \$395 each.
- * Exhibitor badges (limited to 6) at no additional charge for access to Erie Ballroom only. Does not include access to exhibits in Michigan Ballroom, meeting room or networking lunch.
- * Program book listing.
- * Opportunity to provide a PPT for the Exhibitor Showcase segment of the Cal-Lab program.
- * Newsletters: Exhibitor Name listing

Meeting Location:
Westin Michigan Ave.
Chicago, IL

Hotel Contact: Nada Krivokuca

HOTEL RESERVATIONS

Westin Michigan Avenue

Call: (888) 627-8385

Group Name: Cal-Labs 2022

Group Rate: \$181 Single/Double

Book Online: www.cal-lab.org Go to the hotel page and click on the tab "make reservations now".

*Does not include applicable taxes. **Make reservations BEFORE Tuesday, February 1, 2022!** Exhibitors shall be responsible for making their own reservations. Use group name to qualify for special rate. If you need assistance, please call the Cal-Lab office.

EXHIBIT HOURS | SETUP | BREAKDOWN

Exhibit Hours: Thursday 4:00-6:30 PM

Setup: Thursday 2:00-4:00 PM

Breakdown: Thursday 6:30-8:00 PM

Who may staff my table?

- Your employees
- For distributors, you may request ONE representative from the manufacturer as one of your table reps.
- Badges are required for entry into the exhibit areas. Badges may not be switched or given to another employee for your company or another company. If your badge is found on another person, you risk your company not being invited back to exhibit at Cal-Lab.

May I invite guests?

No...Cal-Lab remains a MEMBERS ONLY meeting. Your invitation to exhibit is issued ONLY to your company and ONLY your company may do business at the Cal-Lab meeting. **Guest badges for representatives from other companies and/or dental laboratories are not allowed.** Violation of this policy could result in additional fees and/or elimination from consideration for future meetings.

Onsite Exhibitor Badge Requests?

For all onsite badge requests, a business card bearing your company name will be required. If your company has a division by another name (domestic or international), that may have reps register onsite, that information must be submitted to the office 2 weeks prior to the show or onsite badge requests may be denied. **Thursday lunch option is not provided for onsite registrations.**

Important Dates:

- **Exhibitor Registration Form Due:** November 30, 2021 - to be included in printed materials. Subject to sellout prior to this date!
- **Payment Due:** with registration form
- **ADA requests:** January 10, 2022
- **Exhibitor Showcase Due:** January 26, 2022
- **Hotel Reservations:** Before February 01, 2022
- **Final List of Table Reps:** February 01, 2022



**Westin Michigan Avenue
February 24-25, 2022**

**Exhibit Hours:
Thursday 4:00-6:30 PM**

EXHIBITOR OPTIONS:

Option #1: **Cal-Lab SPONSOR**

Fee: \$5500

Michigan Ballroom

**(Exhibit area exclusive to Sponsors)
Limited spaces available!**

Option #2: **Cal-Lab Exhibitor Only**

\$1100

Erie Ballroom access only

Limited spaces available!

TERMS

Registration forms with full payment must be received in the Cal-Lab office by 5:00 PM EST on 11/30/21 to be included in printed materials.

Exhibit SPONSORSHIPS and EXHIBIT spaces are limited and subject to sellout prior to 11/30/21! Register early!!!

FULL REGISTRATION BENEFITS

- * Exhibitors with full registrations may attend lectures with Cal-Lab members - excludes Closed Forum each day.
- * Exhibitors with full registrations may participate in meals and breaks with Cal-Lab members (see reg form to select lunch option - lunch option applies to pre-registrations only).
- * Networking opportunities for both days - not limited to exhibit hours only.
- * CE credits available if you provide your CDT/RG number on registration form.
- * However, full registration does not grant you access to Michigan Ballroom...that comes ONLY if your company is registered as a Supporting Sponsor.

2022 SPONSOR/EXHIBITOR REGISTRATION

Choose one category

☐ \$5,500 SUPPORTING SPONSOR

☐ \$1100 EXHIBITOR ONLY

COMPANY REGISTRATION

Our company hereby contracts to participate as an exhibitor/sponsor at Cal-Lab Association's annual meeting.

Company: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

Website: _____

Contact*: _____ Direct phone: _____

Email: _____

***All correspondence for this meeting will be routed to this contact person. By signing this agreement, we agree to abide by all requirements, regulations, and obligations mentioned in this prospectus, a copy of which we acknowledge having received. I understand it is my responsibility to share these guidelines with all attendees from this company. I further understand and agree that my company and/or company representatives' photos could be used in highlights and/or promotional materials without compensation and/or further approval.*

Signed: _____

REPRESENTATIVE REGISTRATION

Badges are only for your company employees. If you have company divisions (domestic or international) that have a different name, you must submit a list of these company names to the office 2 weeks prior to the show or their request for badges onsite may be denied. Please don't assume that we will recognize their company name as one of your divisions. Save time and reduce stress by ordering all badges in advance.

Name: _____ Cell: _____ (required)

Responsible for set up and tear down of exhibit. If this person is one of your full registrations, indicate below.

EXHIBIT HALL ACCESS ONLY

This type of registration is for exhibit hall badges only. Does not include meeting room access or lunches. Badges are required for entry into the exhibit area on Thursday evening. Badges may not be ordered for anyone other than company employees. Attach an additional page, if needed. Please print clearly or type as this information is used to prepare name badges.

Name: _____ Email: _____

Name: _____ Email: _____

Name: _____ Email: _____

FULL REGISTRATION

For sponsors, as a sponsor benefit, you will receive **two** complimentary full registrations. You may register additional employees for full registration at \$395 per person. Advance full registration includes Thursday Networking Lunch (must request below) and meeting room access daily - excluding Closed Forum. Onsite full registrations do not include lunch. A badge is required to participate in the Cal-Lab meeting. Only full registration name badges will allow access to the meeting room area. Full registration does not include access to Michigan Ballroom - unless your company is a Supporting Sponsor. Print clearly or type as this information is used to prepare badges.

Complimentary registrations (for sponsors only):

Name: _____ Email: _____

CDT/RDT#: _____ -00 Lunch: ☐ Y ☐ N Diet Needs: _____

Name: _____ Email: _____

CDT/RDT#: _____ -00 Lunch: ☐ Y ☐ N Diet Needs: _____

Full registrations at \$395 per person:

Name: _____ Email: _____

CDT/RDT#: _____ -00 Lunch: ☐ Y ☐ N Diet Needs: _____

Name: _____ Email: _____

CDT/RDT#: _____ -00 Lunch: ☐ Y ☐ N Diet Needs: _____

Name: _____ Email: _____

CDT/RDT#: _____ -00 Lunch: ☐ Y ☐ N Diet Needs: _____

Name: _____ Email: _____

CDT/RDT#: _____ -00 Lunch: ☐ Y ☐ N Diet Needs: _____

ELECTRICAL & AUDIO VISUAL FOR TABLE

One standard electrical outlet is complimentary with table. Strip is not provided. Additional electric or audio visual may be ordered from the Westin. Please complete enclosed form and send a copy to the Encore email on the form.

DISCOUNT INCENTIVES

Does your company offer discounts to Cal-Lab Association members? If so, please elaborate. We would like to feature this membership benefit in future Cal-Lab publications.

Discounts effective: ☐ Year-round ☐ Only at Cal-Lab Meeting ☐ Other: _____

EXHIBITOR SHOWCASE

FIRM Deadline is January 26, 2022 (formatting guidelines will be sent once they are verified by the audio visual team).

All exhibitors may submit a PowerPoint. The Exhibitor Showcase Presentation will be featured during speaker transitions, breaks, and lunch in the auditorium as well as run continuous on monitors in the coffee area located just outside the auditorium.

The PowerPoint profile MAY NOT exceed 90 seconds in length and may contain any combination of the following:

- Audio
- Animations and transitions
- Photos of product(s) you and your company plan to exhibit
- A short video (any frame size can be inserted into a slide or submitted separately. Specs sheet will be sent prior to the meeting.

PROGRAM BOOK LISTING

Name of Company: _____

Address: _____

Phone (toll free, if available): _____ Website: _____

Description of products and services printed on space available basis (max 25 words): _____

PAYMENT METHOD

☐ Visa ☐ MasterCard ☐ Discover ☐ AmEx ☐ Check#: _____ Amount Authorized: \$ _____

ALL PAYMENTS MUST BE MADE IN US DOLLARS.

Cardholder Name: _____ Exp. Date: _____

CC#: _____ CVV#: _____ (required)

CC Statement Address: _____

Signature: _____ (required)

For alternative forms of payment such as wire transfers, please contact the Cal-Lab office.

DIRECT ALL CORRESPONDENCE AND INQUIRES TO:

Cal-Lab Association | PO Box 206 Elkin, NC 28621 | P: 336.975.0029 | F: 336.975.0033 | contactus@cal-lab.org

Cal-Lab Association - Sponsor/Exhibitor Rules & Regulations

CONTRACT FOR SPACE: The application for exhibit space, observing these Rules & Regulations, constitute a contract for the right to exhibit at the Cal-Lab Association 95th Annual Meeting. Exhibitor also agrees to comply with the rules and regulations of the Westin Michigan Avenue and any other contractors for this event. Requests for reasonable accommodations as provided by the ADA, must be received in writing in the Cal-Lab Association office by January 10, 2022.

RIGHT OF REFUSAL & CANCELLATIONS: Cal-Lab Association reserves the right to cancel this agreement when and if it discovers that the exhibitor's product or service is not as described in this agreement or is incompatible with the purposes of the Cal-Lab Association. Contract may be cancelled if the exhibitor's demeanor is deemed inappropriate or disruptive by show management and/or Cal-Lab Association and/or for violation of these Rules & Regulations.

TAXES, LICENSES & PERMITS: The exhibitor shall be responsible for obtaining any permits, licenses or approvals required by local or state law applicable to their activities at the show. The exhibitor is responsible for obtaining tax identification numbers and payments of all taxes and other fees that shall be due to any governmental agency in connection with their activity at the meeting.

TABLE ASSIGNMENTS & TABLE SHARING: All tables are draped/skirted. Table assignments will be made at least 30 days prior to the show. Table assignments are solely at the discretion of show management and/or Cal-Lab Association. Exhibitors MAY NOT reassign, sublet or share assigned space or fraction thereof, with any person, firm or entity without notification to and approval from Cal-Lab Association. Table sharing, as a general rule, is prohibited. Exhibit Manager reserves the right to alter the location of exhibits as shown on the original floor plan if it deems advisable and in the best interest of the show. **Firms and their representatives that are not assigned exhibit space are prohibited from soliciting business in any form in the exhibition and meeting areas. Violators will be promptly removed and may not be allowed to participate in future events.**

EXHIBIT LIMITATIONS: Exhibits may not project beyond the table space allotted and aisles must be kept clear for traffic. Exhibits may not obstruct the view or interfere with accessibility or traffic to other exhibits. Exhibits must be constructed and operated in compliance with Rules & Regulations as developed throughout this document, its attachments and amendments, and in the materials you will receive from the hotel.

SOUND, ETC.: Cal-Lab Association and/or hotel reserves the right to determine at what point sound constitutes an interference with others and must be discontinued or modified. Exhibitor agrees that it will not use any items in the exhibit space that creates any amplified noise, smell, or visual effect other than decorations without advance notification and written approval by Cal-Lab Association and Hotel. Examples of items that require advance approval include, but are not limited to: smoke or fog machines, dry ice, confetti cannons, candles, incense, or any other activity that generates smells. Exhibitor will obtain any required Fire Marshall or other safety approvals, and agrees to pay any expenses incurred by Cal-Lab Association and/or Hotel as a result of such activity, such as resetting smoke or fire alarms or unusual clean up costs.

AUDIO VISUAL: If you have audio visual needs for your exhibit, use the order form in this prospectus. The Westin contact is Nada (Nada.Krivokuca@westin.com) or contact *Encore*, the hotel's audio visual department for assistance (see form enclosed). Audio visual equipment and rental costs for same are not provided by Cal-Lab Association.

FIRE, SAFETY & HEALTH REGULATIONS: The exhibitor agrees to accept full responsibility for compliance with city, county, state and federal Fire, Safety and Health Regulations regarding the installation and operation of equipment. All exhibit materials and equipment must be reasonably located within the space allotted and protected by safety measures necessary to prevent accidents to attendees. The exhibitor further represents to Cal-Lab Association that the exhibitor has taken all steps reasonably necessary to ensure the sound engineering and structural integrity of its exhibit design and proper construction and safety of the exhibit itself, as erected.

INSURANCE: General comprehensive, liability and workers compensation insurance must be obtained by exhibitors at their own expense listing Cal-Lab Association PO Box 206 Elkin, NC 28621 as an additional insured. Proof of insurance must be submitted to Cal-Lab Association upon request.

UNOCCUPIED SPACE: Cal-Lab Association reserves the right, should any rented exhibitor's space remain unoccupied one (1) hour prior to the published opening time of the exhibits, to use space for such purpose as it may see fit without liability on its part. This clause shall not be interpreted as affecting the obligation of the exhibitor to pay the full amount specified in the trade show contract.

EXHIBITOR SETUP / EXHIBIT HOURS: **Exhibitor setup is 2:00-4:00 PM on Thursday. Exhibit hours are: 4:00-6:30 PM on Thursday.**

EARLY BREAKDOWN & OUTBOUND SHIPPING: Exhibitors agree to remain in the exhibit area until the official close of the exhibits as published. Dismantling must begin at end of show and be completed by 9:00 PM. Items to be shipped must be properly packaged and labeled by the exhibitor with proper arrangements made for outbound shipping. According to hotel policy, packages and/or items that are left in the booth may be discarded if proper arrangements are not made for outbound shipping. See page 2 for additional information.

CANCELLATIONS, REFUNDS, & LIABILITY: **Cancellation by the Exhibitor:** Cancellations must be received in writing. Cancellations **received** before December 3, 2021 shall be entitled to receive a full refund less a \$150 administrative fee. **No refunds will be made after December 31, 2021.** **Cancellation by show management:** The amount of the refund, if applicable, will be determined by Cal-Lab Association within 30 days following the close of the show (see below). **No show=No Refund.**

DEFAULT BY EXHIBITOR: The exhibitor shall be in default if it fails to pay the required fees by the scheduled date under this agreement or breaches any of the provisions of this contract.

HOLD HARMLESS: The exhibitor will indemnify, defend, and hold harmless Cal-Lab Association and its sponsors, the city of Chicago, the Westin Michigan Avenue, and their respective owners, directors, officers, employees, agents and representatives, against all claims, actions, demands, or liability of whatsoever kind and nature, including but not limited to judgments, interest, reasonable attorneys' fees, expert witness fees, and all other related costs and charges arising out of exhibitor's activities related to the exhibition or any breach of the exhibitor Rules and Regulations, claims of property or personal injury caused by or attributed in part or in whole to any action or failure to act whether by negligence or otherwise, on the part of the exhibitor or any of its directors, officers, employees, agents, representatives or contractors, excluding liability caused by the sole negligence or willful misconduct of Cal-Lab Association, its sponsors and their respective owners, directors, officers, employees, representatives and agents.

EXCUSED NON PERFORMANCE & FORCE MAJEURE: If, for any reason beyond the reasonable control of Cal-Lab Association, including but not limited to acts of God, governmental restrictions or regulations on travel (including travel advisory warnings), war, strikes, labor disputes, accidents, government requisitions, facility availability, commodities or supplies, inability to secure sufficient labor, civil disturbance, terrorism or threats of terrorism as substantiated by governmental warnings or advisory notices, curtailment of transportation, disaster, fire, earthquakes, hurricanes, extreme inclement weather, epidemics, shortages or disruption of the electrical power supply causing blackouts or rolling blackouts (in the city where the facility is located), or any other comparable conditions, Cal-Lab Association is unable to fulfill its obligations under this agreement, the parties may terminate this agreement without liability and Cal-Lab Association may retain the earned portion of the exhibitor registration fee required to recompense it for expenses incurred up to the time of termination of the event. Any remaining unearned exhibit fees will be returned to the exhibitor.

Additionally, if any part of the facility is damaged or if circumstances beyond Cal-Lab Association reasonable control make it impossible or impractical for Cal-Lab Association to occupy or continue to occupy the assigned exhibit space location during any part of the entire event, the exhibitor will only be charged a pro rata exhibit space rental fee for the period that the exhibit space was or could have been occupied by the exhibitor. Furthermore, in no event will Cal-Lab Association, the city, the facility or their respective owners, directors, officers, employees, agents and representatives be liable for any consequential, indirect, special or incidental damages of any nature of for any reason whatsoever.

LIMITATION OF LIABILITY: The exhibitor assumes the entire responsibility and liability for all damages or losses to Cal-Lab Association, the facility, persons or property that occur as a result of the negligence or any actions of the exhibitor or its officers, employees, agents representatives, invitees and guests during the entire exhibition period including setup and teardown. The exhibitor agrees that, to the maximum extent permitted by law, Cal-Lab Association, the city of Chicago, the Westin Michigan Avenue and any of their respective officers, agents, employees or representatives will not be held liable for any loss or damage to any exhibits or materials, goods or wares (collectively "property") belonging to the exhibitor, and they are released from liability for any damage, loss or injury to person or property of the exhibitor or its officers, employees, agents representatives, invitees and guests, resulting from fire, storms, water, acts of God, air conditioning or heating failure, theft, mysterious disappearance, bomb threats or any other cause.

ATTORNEY FEES & COSTS: Should any litigation arise out of this contract, the exhibitor shall pay all costs and reasonable attorneys' fees incurred by Cal-Lab Association and/or its sponsors if Cal-Lab Association and/or its sponsors are the prevailing parties. This provision shall extend to the cost and attorneys' fees incurred both at the trial and appellate level.

Cal-Lab Association - Sponsor/Exhibitor Rules & Regulations

HOTEL ACCOMMODATIONS: Cal-Lab Association has a group room block at the Westin Michigan Avenue in Chicago, IL. Room reservations may be made by calling 1-888-627-8385 - Group ID is **CAL-LABS-2022** - Room rate is \$181 single/double. Room reservations may also be made on the Cal-Lab website: www.cal-lab.org click on "Hotel" to access our custom booking page. **Cutoff date: February 01, 2022 or until block is filled.**

ATTENTION HOTEL GUESTS: WESTIN SMOKE FREE POLICY: In alignment with all Westin Hotels, the Westin Michigan Avenue Hotel is a smoke free hotel. The hotel is smoke free in all areas of the hotel: lobby, guest rooms, restaurant, lounge, meeting and banquet facilities. Restaurants on property that are not operated by Westin may not participate in the smoke free policy. To protect the smoke free environment, the hotel will post a \$350 cleaning fee to the account of any guests who smokes in an unauthorized area.

SECURITY: Cal-Lab Association nor the Westin Hotel provides security. All personal property left in the meeting or function space is at the sole risk of the owner. Exhibitors & attendees are responsible for safekeeping of their personal property.

AUTHORITY TO SIGN: The exhibitor agrees that they have the authority to enter into this agreement and bind the company or party for whom they sign, and abide and be bound by all of the terms and conditions, exhibitor rules and regulations stated in this entire agreement or any amendments to the aforementioned. All points not covered herein are subject to the decision of Cal-Lab Association.

GOVERNANCE: The exhibitor further agrees that Cal-Lab Association will have full power in matters of interpretation, amendment, and enforcement of all exhibitor rules and regulations. In all instances, the decision of Cal-Lab Association shall be final. All rights and privileges granted to the exhibitor under this agreement and any subsequent amendments are subject to and subordinate to the master agreement between Cal-Lab Association, its sponsors and the facility.

PHOTOS: It is customary that photos be taken during the course of the meeting including, but not limited to, exhibit hours. By signing the exhibitor forms, you agree to allow such photos to be used for Cal-Lab promotional purposes either on the website or in printed materials unless you notify our office in writing within 15 days following the meeting.

SHIPPING & HANDLING FREIGHT: Exhibitor pays all inbound & outbound shipping fees. ONLY items that are being used at the Cal-Lab show may be shipped to this location.

Westin Storage & Freight Handling Policy

PACKAGE ROOM (Shipping & Receiving):

Cal-Lab Association has contracted **LIMITED** storage space for the items needed for your exhibit. Westin storage & freight handling fees are included in your exhibitor (or sponsor) fee as long as the following guidelines (shipping tips) are followed. Some exceptions may apply - such as items too large to fit in our storage room.

Exceptions include, but may not be limited to, the following:

- Items listed as "FRAGILE" may be assessed a **\$20.00 surcharge**.
- In the event the hotel needs to handle sensitive material (e.g. computers), outside labor may be required at an additional expense to you.
- Guidelines for inbound & outbound freight must be followed to avoid Westin handling fees (see shipping "tips").
- Cal-Lab Association will not be responsible for Westin storage & handling fees for freight that does not follow these guidelines. (Fees could range from \$5 to \$200 per box or skid for handling fees...these fees add up quickly - please follow guidelines carefully to avoid these fees!)
- Packages not identified as CAL-LAB will incur storage and handling fees. These fees, if applicable, must be paid by the shipper.
- **Please, no items shipped to this location unless they will actually BE USED IN YOUR DISPLAY HERE! .**

Westin Shipping "TIPS"

The following tips for successful shipping to the Westin Michigan Avenue are:

- Have all boxes from all sources uniformly addressed. The requested format is:
YOUR COMPANY NAME/CAL LAB
WESTIN MICHIGAN AVENUE
909 N. Michigan Avenue
Chicago, IL 60611

Westin local phone number if you need it is: 312-943-7200
- Packages may arrive not more than 3 days prior to the meeting.
- Multiple packages within a single shipment should be numbered in sequence (e.g. 1 of 3, 2 of 3, 3 of 3); it may be helpful to make note of individual package contents so that careful records of all materials may be maintained and the sender alerted in the event of damage or non-receipt.
- Heavy boxes should be identified so that staff (either yours or hotel) can avoid injury while lifting them.

- If there is more than one on-site delivery location, please label the boxes with their specific delivery destination (e.g. Office/_____ or Registration/_____). (Your company contact, as listed in the exhibitor/sponsor registration form, will receive your exhibit room name and table number at least 30 days prior to the meeting - this should be put on the package.)
- Send inbound shipping information in writing to **NADA KRIVOKUCA** at Nada.Krivokuca@westin.com
⇒ Be specific regarding the # of boxes shipped, point of origin (company/city), how they were shipped, when they are to arrive, where they should be delivered once they arrive, the size, weight and relative condition of the boxes and any other helpful information in order that we can properly handle your shipment.
- Please refrain from sending sensitive equipment (e.g. computers), as outside labor may be required at additional expense to you and your budget.
- Ceiling height of dock area is 12' 3", trucks with lift gates are recommended.
- Please remember... packages not identified as CAL-LAB and packages that are not used in displays at Cal-Lab will incur storage and handling fees to the shipper.
- Outbound freight must be packaged, sealed and labeled with pre-paid labels or approved labeling from exhibitor's trucking company. Items that are left without proper packaging and shipping labels will be discarded per hotel policy. If you need hotel to ship packages and you do not have pre-paid labels, arrangements must be made in advance with hotel and proper credit card authorization completed. These charges may not be billed to your room.
- For ALL outbound freight, **whether it is to be shipped or picked up: NEW guidelines apply**. In addition to proper labeling, a form documenting how exhibitor wants freight handled must be completed and signed by both parties BEFORE exhibitor leaves the exhibit room. Hotel WILL NOT be responsible for shipping or storing outbound freight if proper forms are not completed. If you need assistance and cannot locate a hotel representative, please come to the Cal-Lab registration desk and a Cal-Lab staff member will assist you in locating the proper person to assist you.

Cal-Lab Association assumes no responsibility for freight shipped to/from the Westin. This is between the hotel and exhibitor.

DIRECT ALL CORRESPONDENCE AND INQUIRES TO:

Cal-Lab Association | PO Box 206 Elkin, NC 28621 | P: 336.975.0029 | F: 336.975.0033 | contactus@cal-lab.org



EXHIBITOR SERVICES
 Send completed forms to:
WestinMichiganAve@encoreglobal.com

NAME OF CONFERENCE		START DATE	END DATE	# OF EVENT DAYS
COMPANY NAME	ON-SITE CONTACT NAME & NUMBER		ROOM/ BOOTH NAME/NUMBER	
BILLING ADDRESS		CITY & STATE		ZIP CODE
DELIVERY DATE	DELIVERY TIME	PICKUP DATE	PICKUP TIME	
ORDERED BY	EMAIL		PHONE	

Email completed form to the Encore Representative listed above.
 Once this request form is submitted, an Encore Representative will contact you for an official order review and signature.
 Labor charges, sales tax, loss damage waiver, and service charges may apply.

PROJECTION	QUANTITY	DAILY RATE
LCD PROJECTOR		\$560
TRIPOD SCREEN		\$110
25' HDMI CABLE		\$32

MONITOR	QUANTITY	DAILY RATE
24" MONITOR - TABLE TOP		\$250
46" MONITOR w FLOOR STAND		\$785
55" MONITOR w FLOOR STAND		\$1020
LAPTOP		\$260

AUDIO	QUANTITY	DAILY RATE
COMPUTER SPEAKERS		\$50

INTERNET	QUANTITY	DAILY RATE
SIMPLE WIFI CONNECTION		\$24
HARD LINE CONNECTION		\$225

POWER	QUANTITY	DAILY RATE
POWER STRIP (SHARED CIRCUIT)		\$42
POWER DROP - 20A DEDICATED		\$260

MISCELLANEOUS	QUANTITY	DAILY RATE
FLIPCHART PACKAGE		\$107
		\$

If You Are Experiencing Technical Difficulties On Site
 Please Contact Encore At 312-756-0774

THE WESTIN
 MICHIGAN AVENUE
 CHICAGO