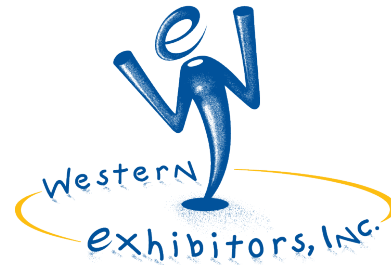


2181 Greenwich Street
San Francisco, California
94123 3493

T 415 346 6666
F 415 346 4965

www.weshows.com
www.dmgworldmedia.com



Dear San Francisco Cash & Carry Show Exhibitor,

Thank you for participating with us in the SF Cash & Carry Show at the Concourse Exhibition Hall, October 10-12, 2008. Please note the new Friday opening!

This show manual includes information, instructions, and the order forms you will need to display easily and effectively. We urge you to study this manual carefully, paying particular attention to deadlines. Please note that, other than the equipment included in the booth package, electrical provided by the building, and additional tables, additional equipment must be provided by you, the exhibitor.

If you require any hotel information, please call our official travel agent, Group Travel, at (805) 496-1251; or outside California, (800) 821-0339; FAX (805) 496-1291.

We hope your show experience will be a rewarding one. Do not hesitate to contact us if you have questions that are not covered in this manual. We look forward to seeing you at the show!

Sincerely,

Kelly McLoughlin
Show Manager
415-447-3234



a dmg world media business

SHOW INFORMATION

SF Cash & Carry Show
October 10-12, 2008

CONCOURSE

LOCATION: 635 Eighth Street, San Francisco, CA 94103
(corner of 8th & Brannan)

MOVE-IN: Thursday, 9am - 6pm, Friday 8am-10am EXCEPT:

Booths 8000-8003, 8017-8020 move in on Friday, 8am.

Note: Show opens at 10am Friday. Please allow yourself enough time to unload and set up by 10am.

Entry into the Concourse after 6pm is not permitted. No in and out privileges after 6pm.

Unloading is at the freight doors. Check in at 8th Street desk for move-in assistance.

DO NOT PARK IN THE PRIVATE STALLS ON BRANNAN STREET. Vehicles left unattended, even momentarily, on Brannan Street are subject to towing at your expense.

SHOW HOURS: Friday, October 10th, 10am-5pm
Saturday, October 11th, 10am-5pm
Sunday, October 12th, 10am-4pm

MOVE-OUT: Sunday only, 4pm - 12am. All merchandise must be removed from the Concourse Sunday night.

Loading is at the freight doors. Check in at 8th Street desk for move-out assistance.

DO NOT PARK IN THE PRIVATE STALLS ON BRANNAN STREET. Vehicles left unattended on Brannan Street are subject to towing at your expense.

SHIPPING TO THE HALL: Shipments sent directly to the Concourse, (including mail, UPS and Federal Express) **must not arrive earlier than THURSDAY, OCTOBER 9, or** it will be refused.

Label Should Read:

Your Company Name
Concourse
Booth No. _____
SF Cash & Carry Show
635 8th Street
San Francisco, CA 94103

SHOW INFORMATION

SF Cash & Carry Show
October 10-12, 2008

SPECIAL CONCOURSE INFORMATION:

Exhibitors may access their booth at 8:00 am on Friday and 9:00 am on Saturday and Sunday. It is against show rules to enter any other booth unless invited by that exhibitor.

Photographing of any booth other than exhibitors own booth is prohibited. Exhibitors must obtain authorization to photograph from show management.

Your booth, unless blocked off, will be cleaned free only on the last night of set-up. You are responsible for keeping your booth carpet clean thereafter. See the Concourse building staff on-site to order janitorial.

Rates are: one-time service: \$.15 sq. ft.
 daily service: \$.12 sq. ft.

THE CONCOURSE RULES AND REGULATIONS:

1. Do not nail, screw, pin, glue, or tack directly onto the fabric walls, steel frame or carpeting. You may use fishing line, cord, plastic coated wire, clamps and S-hooks. Using lighting tracks and sprinkler systems to hang material is prohibited.
2. Do not remove or tamper with any part of the building or booth structures.
3. Any electric wiring which may come in contact with the partitions must be inspected and have adequate insulation to prevent electrical shock.
4. Wood, non-combustible materials as defined by the San Francisco Building Code, or flame retardant treated materials, decoration and wall hangings are acceptable for booth construction and decoration.
5. Helium balloons are prohibited.
6. Aisles and exits as designated on the approved show plans shall be kept clean, clear and free of obstacles.
7. Exhibitors are not allowed to bring in alcoholic beverages for the purpose of serving or consumption.

ELECTRICAL

SF Cash & Carry Show
 October 10-12, 2008
 DEADLINE: October 1, 2008

San Francisco Design Center
 Operations Department
 2 Henry Adams Street, Ste. M-17
 San Francisco, CA 94103
 (415) 490-5841
 FAX (415) 864-5969

ELECTRICAL ORDER FORM FOR CONCOURSE EXHIBITION CENTER

Show Date _____
 Event Name _____
 Company _____
 Booth # _____

Note: One 500W outlet is automatically provided for each 10' booth space
ORDER ONLY ADDITIONAL REQUIREMENTS BELOW

Qty	Item	Price	Amount
Electrical Outlets (120 Volt 60 Cycle Alternating Current)			
<input type="checkbox"/>	Single floor outlet 500 watts or less	\$65.00	
<input type="checkbox"/>	Single floor outlet up to 1,000 watts	\$115.00	
<input type="checkbox"/>	Single floor outlet up to 2,000 watts	\$195.00	

*Above charges include cost of labor to deliver power to one location in booth
 Double the above prices for dedicated or 24 hour service*

<input type="checkbox"/>	Flood Lights 120 watt clip-on light	\$35.00	
--------------------------	---	---------	--

Above charge DOES NOT include cost of power

Power Outlets

	120V	208V, 1ph	120/208V, 1ph	208V, 3ph		
<input type="checkbox"/>	20 amps	\$210.00	\$225.00	\$250.00	\$300.00	
<input type="checkbox"/>	30 amps	\$225.00	\$250.00	\$300.00	\$350.00	
<input type="checkbox"/>	60 amps	N/A	\$400.00	\$450.00	\$500.00	
<input type="checkbox"/>	100 amps	N/A	\$450.00	\$525.00	\$600.00	

Above charges are to deliver power to one booth location. Additional labor charges apply to distribute power or connect to exhibitor equipment. Exhibitor to provide female plug if applicable.

Electrical Labor

<input type="checkbox"/>	Striaght Time	Calculated by electricians at time of installation.	\$65.00/hr	
<input type="checkbox"/>	Overtime	4 hour minimum on weekends & holidays	\$97.50/hr	

Work performed before 8 am and after 3:30 pm on weekdays or anytime on weekends and holidays will be charge at overtime rates. One hour minimum per worker. Payment in full is due upon completion.

Preferred starting time: Date _____ Hour _____

Description of additional work to be performed: _____

Work approved by: _____ Hours _____ Materials \$ _____ Total Due \$ _____

General Information: All installations must be paid in advance, except for custom electrical labor which must be paid upon completion. Include your check with your order. **Orders received less than 7 working days before move-in will be charged 25% additional late fee** Exhibitors found using power where none has been ordered will be charged double the floor price. Credit will not be given for services installed and not used. Power subject to availability. Prices subject to change. No exceptions to any of the above conditions. **This form must accompany all requests for power**

Return this form and payment to San Francisco Design Center (see address above)
 Make checks payable to San Francisco Design Center. If paying by credit card, please complete the following
 Circle One VISA MASTERCARD Print Cardholder Name _____
 Card # _____ Exp. date _____ Sec Code _____
 Company _____ Booth # _____
 Credit Card Billing Address _____
 City _____ State _____ Zip _____
 Phone (____) _____ Contact person _____
 Authorized signature _____ Date _____ Amount enclosed \$ _____

Prices for calendar year 2007

ELECTRICAL

SF Cash & Carry Show
October 10-12, 2008

DO YOU NEED ELECTRICAL IN YOUR BOOTH? YES/NO

IF "NO"-----STOP HERE!

IF "YES", HOW MANY 10' X 10' BOOTHS DO YOU HAVE?-----

MULTIPLY THE NUMBER OF BOOTHS BY 500 watts---500 X ___ =

THIS IS THE TOTAL WATTS AVAILABLE IN YOUR BOOTH!

ARE YOU ORDERING 120 watt CLIP ON LIGHTS? YES/NO

IF YES, MULTIPLY THE NUMBER OF LIGHTS BY 120.

(A) $120 \times \underline{\quad} = \underline{\quad}$

ARE YOU BRINGING YOUR OWN LIGHTS? YES/NO

IF YES. DETERMINE THE NUMBER OF WATTS PER LAMP. ___ WATTS EACH.

MULTIPLY THE NUMBER OF LAMPS YOU ARE BRINGING BY THE NUMBER OF WATTS PER LAMP.

(B) $\underline{\quad} \times \underline{\quad} =$

IF YOU ARE USING ANY OTHER ELECTRICAL APPLIANCES, THEN ENTER THE NUMBER OF WATTS NEEDED FOR ALL DEVICES COMBINED.

(C)

ADD THE TOTALS IN (A), (B) & (C) ABOVE. THIS IS AMOUNT OF POWER YOU NEED IN YOUR BOOTH.

TOTAL AMOUNT OF POWER YOU NEED

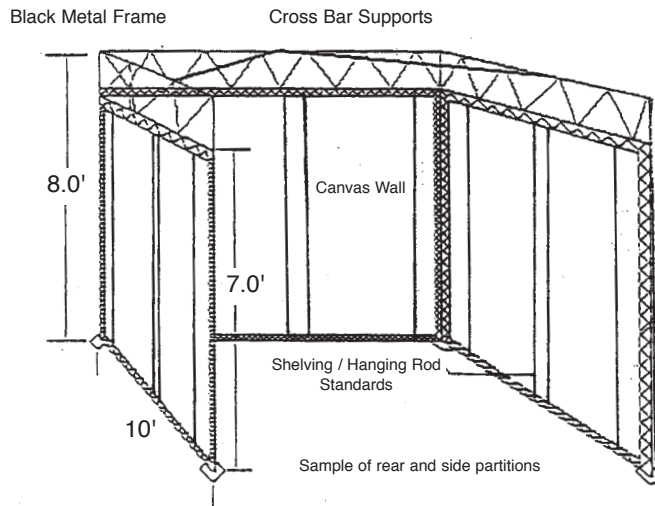
IF THE TOTAL WATTS AVAILABLE IS GREATER THAN THE TOTAL AMOUNT OF POWER YOU NEED.....YOU DO NOT NEED TO ORDER EXTRA POWER!

IF THE TOTAL WATTS AVAILABLE IS LESS THAN THE TOTAL AMOUNT OF POWER YOU NEED.....YOU MUST ORDER ADDITIONAL POWER!

PLEASE USE THE FRONT SIDE OF THIS WORKSHEET TO ORDER ADDITIONAL ELECTRICAL POWER AND/OR FLOOD LIGHTS.

FOR ADDITIONAL ASSISTANCE, CALL SAN FRANCISCO DESIGN CENTER OPERATIONS DEPARTMENT AT 415 490-5841

CONCOURSE EXHIBITION CENTER BOOTH SYSTEM



10' x 10' Booth consists of:

8' high partition on all three sides

(black steel frame with off-white opaque cloth)

AISLES 8000 & 8900 HAVE REDWOOD BACKWALL EXCEPT FREIGHT DOOR AND ELECTRICAL PANEL AREAS

Shelving - Particle Board Available (each shelf 53" x 8")

Table - 5' undraped table per 10' of booth (30" wide x 29" high)

Additional tables may be ordered on-site for \$15. Tables are undraped.

Exhibitor is responsible for providing table covering.

Please note: you cannot staple into tables.

Two chairs

Name Sign (7" x 22")

One 500 watt outlet

Spot lights in ceiling over aisles 8000-8300 and 8800-8900

Aisles 8400-8700 have halogen overhead lighting, except booths 8409-8417,

8509-8512, 8609-8617, 8713-8717 have spot lights

Forest green carpet (wall-to-wall, booth and aisle)

Exhibit height limit is 8 ft. Pre-approval of show management is required to exceed the 8 ft. limit. Displays exceeding 8 ft. limit must be "finished" on reverse side.

Exhibitors may bring additional equipment. Only the equipment listed above is available to exhibitors.

EXHIBITOR NAME BADGES

SF Cash & Carry Show
October 10-12, 2008
DEADLINE: October 1, 2008

EXHIBITOR BADGE REQUESTS ARE
NOW DONE ON-LINE AT:

<http://exhib.weshows.com>

After October 1, register
on-site at Exhibitor Registration.

BADGES WILL NOT BE MAILED.
Badges will be given out at the
show at Exhibitor Registration

(PLEASE DO NOT ORDER BADGES FOR ANYONE UNDER 16 YEARS OF AGE*.)

Note: You must submit names on-line to have exhibitor badges ready at the show. If you choose not to submit names in advance please bring a list of staff working in your booth to show site – we will not process faxed or mailed lists.

Including names on the directory form or in the In Attendance Section of the On-Line Directory Form DOES NOT provide badges.

**REQUEST BADGES IN ADVANCE
OF THE SHOW ON-LINE AT:**

exhib.weshows.com

**Click on Exhibitor Information
And Select Badges On-Line**

Information on accessing your account is included with your invoice.

*Children under 16 years of age will not be given temp stickers nor will they be allowed on the exhibit floor during setup days and/or during Move Out.

SHOWCASES

SF Cash & Carry Show
October 10-12, 2008
DEADLINE: October 1, 2008

MAIL Showcase Rental
or 2770 SW Patton Lane
FAX Portland, OR 97201
TO: ATTN: Enid Boles
(503) 227-6046
FAX (503) 242-1958

Dear Exhibitor:

We will be supplying your glass display cases for the SF Cash & Carry Show at The Concourse.

The rental fee for a 4', 5', or 6' long, counter-height case with mirrored doors is \$220.00 per showcase. Counter height cases are available in full, half, or quarter-vision styles. The rental fee for trophy cases, 6' tall, 5' wide, and 20" deep is \$330.00. All cases have lights and locks.

Reservations for display case rentals must be accompanied with payment in advance. Credit cards are not accepted.

NOTE: Each showcase uses 40 watts of your provided power.
To order additional power, please use the form provided in this manual.



SF CASH & CARRY SHOW — OCTOBER 10-12, 2008

	QUANTITY	AMOUNT
Full-vision, 2 shelves, 4', 5', or 6'@ \$220.00	_____	_____
Half-vision, 1 shelf, storage, 4', 5', or 6'@ \$220.00	_____	_____
Quarter-vision, No shelf, storage, 6' only.....@ \$220.00	_____	_____
Trophy case, 6' x 5' x 20", 4 shelves.....@ \$330.00	_____	_____
	TOTAL	_____

Write your company name as it will appear at the booth and your booth number. Include your address to receive confirmation of your order and a receipt.

Add 20% for late or floor orders.

COMPANY _____ BOOTH NO. _____

ADDRESS _____

CITY/STATE/ZIP _____

Please make your reservation and return this form with payment to the address above.

FLOORPLAN

**SF Cash & Carry Show
October 12-14, 2007**

