

## PRINT 09 Machinery Material Handling Package

PRINT/GRAPH EXPO surveys reveal that attendees rated 'live running equipment' among their top reasons for planning to come to PRINT 09. Exhibitors know that to close a sale, nothing compares—no brochure or website specs—to seeing the equipment in action on the show floor.

The Graphic Arts Show Company's Machinery Material Handling Package (MMHP) offers a tremendous benefit for exhibitors who bring heavy equipment to the show. Is it right for you?

### What It Is And Why You Want It

#### Q. What is the MMHP?

**A.** A method for exhibitors to exhibit unlimited machinery in their booth for a flat rate, based on the square footage of exhibit space.

#### Q. What's included in the MMHP rate?

**A.** Unloading machinery from inbound carriers; show site delivery of machinery to the exhibitor's booth space, including one-time unloading and spotting; and, loading of machinery onto outbound carriers at close of the show.

#### Q. What may be shipped under the MMHP?

**A.** All machinery for display in an exhibitor's booth regardless of total weight, not including paper, display materials and floor coverings.

#### Q. How much does the MMHP Cost?

**A.** An additional \$5.50 per sq. ft. of exhibit space.

#### Q. Is the MMHP Right for You?

**A.** Depending on the total weight of equipment you are bringing to PRINT 09, it could save you a considerable amount of on-site cost.

*To find out if this option is right for you, compare the following:*

Drayage of your equipment (found in your Exhibitor Manual) and the cost of the MMHP (\$5.50 x total sq. ft. of exhibit space). If you have additional pricing questions please contact the GASC Sales Department phone: 703/264-7200 or e-mail: sales@gasc.org.

#### Q. What is the Deadline to Sign-up?

**A.** June 1, 2009.

### Additional Charges to Machinery Material Handling Package Plan

*These additional charges will apply:*

1. If machines are shipped to the warehouse, there will be extra costs to remove the machines from the shipper's trucks, store the machines, and deliver them to the show site.
2. If machinery is unloaded or loaded out on Saturday or Sunday, the exhibiting company will incur an additional charge for overtime based upon weight of shipment.
3. If you miss your target date or check-in time, your vehicle will not be unloaded until after all on-target vehicles have been unloaded, regardless of when your vehicles checked in at the McCormick Place Marshalling Yard. As a result, you may incur an additional charge for overtime unloading and cause your truck driver to wait for unloading. If your vehicle checks into the Marshalling Yard after 1:30 p.m., your driver may be turned away and asked to return the next day.
4. If machines arrive in containers; if blocking, re-blocking, un-stuffing, removing tarp or re-tarping is involved; if it is necessary to un-skid machines before removing from container, labor time and equipment charges will apply.
5. If sides and/or top of truck must be removed by contractor; if machines are crated or skids require removal; if additional spotting of machines after unloading or handling of empty skids or machinery crates to and from storage area are required, labor time and equipment charges will apply.
6. If no direction is received from exhibitor representatives, machines will be placed in the booth without spotting. For any additional spotting after the first time, charges based on labor time and equipment will apply.

#### EXAMPLE

Company A brought several pieces of equipment to their 800 sq. ft. booth at GRAPH EXPO 2008.

By weight, see the standard cost vs. savings gained using the Machinery Material Handling Package.

Machinery invoiced at *Exhibitor Manual rate*: \$9,904

Cost of MMHP for 800 sq. ft. of exhibit space: \$4,400

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**Machinery Package Exhibitor Savings: \$5,504**