



Smith Expo

BrainStorm Poconos 2026
Kalahari Resort – Kilimanjaro Ballroom
Sandusky, OH
November 16, 2026

OFFICIAL SHOW DECORATOR

- Smith Expo LLC
- 1173 Airport Parkway, Suite C
- Greenwood, IN 46143
- Phone: 317.362.6890
- Email: hsmith@smithexpo.com

BRAINSTORM CONTACT

- Vicki Thiele, Senior Event Coordinator
- PO Box 905
- West Salem, WI 54669
- Phone: (800) 910.6382 x 703
- Email: vthiele@brainstormk20.com

EXHIBIT INFORMATION

- Backwall Drape: 8' Purple/White
- Sidewall Drape: 3' Black
- Table: 8' long x 2' wide x 30" high Black Spandex Skirted Table
- Seating: Two Folding Chairs
- Trash: One wastebasket
- Carpeting: Yes, Ballroom Carpet
- Signage: One ID Sign
- (1) One Electrical Power Drop is included with each booth

Important Dates (Check all order forms for additional deadlines)

• Advanced Order Deadline:	Thurs, Nov. 5, 2026	3 PM
• Advance Freight Deadline (without surcharge):	Thurs., Nov. 5, 2026	3 PM
• Vendor Setup:	Mon., Nov. 16, 2026	Noon - 3:30 PM
• Show Hours:	Mon., Nov. 16, 2026	3:30 PM - 7:30 PM
• Move-out:	Mon., Nov. 16, 2026	7:30 PM - 9 PM
• Freight Re-Route:	Mon., Nov. 16, 2026	9 PM

Advance Warehouse

- Company Name, Booth #
- BrainStorm C/O Smith Expo
- 1173 Airport Pkwy, Ste. C
- Greenwood, IN 46143

Materials are transported to show site, placed in your booth.

Direct to Show Site

- Not available at this property
- Must use advance warehouse

Smith Expo is not responsible for shipments sent direct to show site.

Outbound Shipping

- Show Carrier: TForce Freight
- Anthonycox@tforcefreight.com
- Phone: 800.988.9889
- Bill of Ladings provided onsite from Smith Expo

FURNITURE & ACCESSORIES ORDER FORM

BSPA 2026

Tables

Qty	Item	Advance	Standard	Subtotal
30" High Spandex Skirted Tables				
	4' x 24" wide	\$45	\$56	\$
	6' x 24" wide	\$65	\$81	\$
	8' x 24" wide	\$85	\$106	\$

Qty	Item	Advance	Standard	Subtotal
30" High Unskirted Tables				
	4' x 24" wide	\$25	\$31	\$
	6' x 24" wide	\$35	\$44	\$
	8' x 24" wide	\$45	\$56	\$

Qty	Item	Advance	Standard	Subtotal
42" High Spandex Skirted Tables				
	4' x 24" wide	\$65	\$81	\$
	6' x 24" wide	\$85	\$106	\$
	8' x 24" wide	\$105	\$131	\$

Qty	Item	Advance	Standard	Subtotal
42" High Unskirted Tables				
	4' x 24" wide	\$35	\$44	\$
	6' x 24" wide	\$45	\$56	\$
	8' x 24" wide	\$55	\$69	\$

Qty	Item	Advance	Standard	Subtotal
Round Cocktail Tables				
	30" High	\$35	\$44	\$
	40" High	\$45	\$56	\$
	Add Spandex Cover	\$10	\$15	\$

Qty	Item	Advance	Standard	Subtotal
Round Cocktail Tables – Tulip Base/White Top				
	30" High	\$65	\$82	\$
	40" High	\$75	\$94	\$

Important Notes

- Complete this form and return it to hsmith@smithexpo.com.
- Payment Authorization must be completed to process orders. Orders received without full payment or credit card will not be processed.
- A credit card on file is required when using Smith Expo. All charges must be paid prior to close of show.
- Orders cancelled after move-in begins will be charged 50% of the original price.
- Additional requests for items not listed on this form, contact hsmith@smithexpo.com or call 317.362.6890.

Form Total

Subtotal	\$ _____
7% Sales Tax	\$ _____
Est. Total	\$ _____

PAYMENT INFORMATION WILL BE COMPLETED ON THE FOLLOWING PAYMENT AUTHORIZATION FORM

COMPANY NAME: _____ BOOTH #(S): _____

Accessories / Labor / Shipping

Qty	Item	Advance	Standard	Subtotal
	Folding Chair	\$15	\$19	\$
	Padded Chair	\$25	\$31	\$
	High Stool	\$35	\$44	\$
	Wastebasket	\$5	\$7	\$
	Custom Display Builds	<i>Varies - Customized Graphics Available</i>		
	1M Counter (graphic+\$95)	\$170	\$229	\$
	2M Counter (graphic+\$145)	\$380	\$513	\$
	Cross Bar	\$8	\$10	\$
	3'/8' Base/Upright	\$3/\$8	\$4/\$10	\$
	3'/8' Masking Drape/LF	\$6/\$9	\$8/\$12	\$
	55" LED TV (w/stand)	\$225/day	\$350/day	\$
	Fish Bowl	\$10	\$13	\$
	10x10 Booth Carpet <i>Color: _____</i>	\$115	\$144	\$
	10x10 Carpet Padding	\$85	\$106	\$

Supplies / Labor

Shrink/Banding w/Labor	\$55/Skid	\$
Booth Setup Labor	\$65/hour	\$
Cart/Power Jack Service	\$25/Lift	\$
Fork Lift Service	\$100/Skid	\$

Shipping

**See Material Handling Resource Guide for Terms & Conditions (Page 4)*

Advance (per 100 lbs; 200 lb min.)	\$65/100 lbs	200 lb. min	\$
<i>Smith Expo is not responsible for shipments sent direct to show site.</i>			

Advance Ordering Deadline
Thursday, November 5th at 3PM



Smith Expo

Payment Policy

- Complete this form and return it to hsmith@smithexpo.com.
- All orders must be paid in full and in advance of the show.
- Orders received on or before the advance deadline will be processed at the ADVANCE PRICE listed.
- Orders received after the deadline and at show site will be processed at the STANDARD PRICE listed.
- Payment may be made by company check, credit card or money order.
- Purchase Orders are not considered advance payment.
- All accounts must be settled with Smith Expo prior to show closing.
- Cancellations made after move-in begins will be charged 50% of the original price.
- No credits will be issued after show closing.
- Exhibitors will be assessed a \$50 service charge for any returned check(s) or declined credit cards for each occurrence.
- A finance charge of 1 ½% per month (18% per annum) will be added to any outstanding invoices.
- A signature on this payment authorization form denotes acceptance of payment terms as set forth by Smith Expo.

Payment Authorization Form

PAYMENTS MUST BE RECEIVED BY NOVEMBER 5, 2026 FOR DISCOUNT RATES TO APPLY

CREDIT CARD INFORMATION TO BE PLACED ON FILE

Form of Payment: Visa Mastercard American Express Send me an online payment link

Card #: _____ Exp Date: _____ CVV: _____

Billing Address: _____

City, State Zip: _____ Phone: _____

Use above credit card for all charges incurred and any show site orders

Cardholder's Signature: _____

Cardholder's Name (please print clearly): _____

Email Address for Receipt: _____

****IF APPLICABLE, COMPLETE THIS FORM AND SUBMIT TO HSMITH@SMITHEXPO.COM****

COMPANY NAME: _____ BOOTH #(S): _____



MATERIAL HANDLING RESOURCE GUIDE

BSPA 2026

Advance Shipping

Receive shipments at advance warehouse and store up to 45 days

Deliver to booth

Remove and store materials labeled empty

Return materials to booth at the close of show

Load on outbound carrier

Direct Shipping

NOT AVAILABLE

Smith Expo is not responsible for shipments sent direct to show site

Special Materials Handling Service

Applies to loose, uncrated or unskidded materials, cases or boxes, and ground unloading

Small Packages

NOT AVAILABLE - Contact Smith Expo for special considerations

Material Handling Terms and Conditions

- Advance Shipments to arrive prior to 3 PM Thurs, November 5, 2026
- Shipments are billed per 100 lbs with a 200 lb minimum
- Shipments must be sent prepaid. Collect shipments will be refused
- All shipments must be consigned to Smith Expo
- An additional 35% will be added to all shipments if:
 - Shipment is received at the warehouse after Thurs, November 5, 2026 – 3 PM
 - Transportation charges will apply to all shipments received after the show opens
 - Shipment was received after the truck has left the warehouse

INBOUND SHIPPING INFORMATION

Warehouse

Shipping via: _____ Tracking #: _____ Date Shipped: _____

Arrival Date: _____ Total # of Pieces: _____ Total Weight: _____ lbs

OUTBOUND SHIPPING INFORMATION

RUSH RETURN SHIPMENT

Ship To: _____ Attn: _____

Street Address: _____

City, State Zip: _____ Phone: _____

of Outbound Pieces: _____ Crates: _____ Display Cases: _____ Cartons: _____ Skids: _____

ALL OUTBOUND SHIPMENTS MUST BE PICKED UP BY MONDAY, NOVEMBER 16, 2026 @ 9 PM OR THEY WILL BE REROUTED

OUTBOUND CARRIER INFORMATION

TForce Freight – Official Show Carrier Pre-Paid FedEx/UPS Label Other Carrier Name _____

If you are using a carrier other than Smith Expo's Designated Carrier – TForce Freight, it is the responsibility of the exhibitor to call the carrier and arrange for pickup within the allotted move out time. Smith Expo will load out shipment when your carrier arrives. Smith Expo is not responsible for any items left unattended on the show floor. Smith Expo will not handle any outbound UPS shipment without arrangements being made with Smith Expo in advance. Smith Expo does not pay for vendor freight. Freight payments are made directly by vendor to carrier.

IF APPLICABLE, COMPLETE THIS FORM AND SUBMIT TO HSMITH@SMITHEXPO.COM

COMPANY NAME: _____ BOOTH #(S): _____



Smith Expo

Material Handling/Shipping Quick Fact Sheet

SHOW SCHEDULE

EXHIBITOR MOVE-IN	Monday, November 16 th from 12 PM – 3:30 PM EST
EXHIBIT HOURS	Monday, November 16 th from 3:30 PM – 7:30 PM EST
EXHIBITOR MOVE-OUT	Monday, November 16 th from 7:30 PM – 9 PM EST FREIGHT REROUTE @ 9 PM EST

Smith Expo will begin returning empty containers as soon as it's been deemed safe to deliver to vendors by BrainStorm staff.

MATERIAL HANDLING/SHIPPING OPTIONS

Vendors may ship their product to the advance warehouse (Smith Expo, 1173 Airport Pkwy, Ste. C, Greenwood, IN 46143) as early as 45 days in advance of the show. Smith Expo will bring this product to show site and deliver to your booth in time for vendor setup on Monday, November 16th. Shipments sent direct to show site in advance will be refused per Kalahari Resort policies and procedures. Smith Expo is not responsible for shipments sent direct to show site. See Material Handling Resource Guide for Terms & Conditions (Page 4). Material handling forms and payment details should be sent to hsmith@smithexpo.com to avoid freight delivery delays to your booth and or for outbound freight. **Use the enclosed labels on all packaging.**

HOUSEKEEPING REMINDERS

Advance warehouse freight is moved in first. If you're bringing in your own items, you will unload/load your own vehicles in a designated loading zone. Per the fire marshal, keep the aisles clear at all times of crates and exhibit material during move-in/move-out in case of emergencies, ease of forklift service, and in consideration of other vendors. Do not move the furniture from a neighboring booth into yours. Visit the Smith Expo Service Center if you need to order additional furnishings. Any excessive booth materials/literature left in the booth at the end of the show that is not labeled for an outbound shipment will be considered abandoned and deemed as trash. The exhibitor will be charged for the removal and disposal of these items.

EMPTY CONTAINERS

"EMPTY" stickers should be picked up at the Smith Expo Service Center. Each item should have an EMPTY sticker that includes your company name, booth number and piece count. These containers are picked up throughout move-in.
NOTE: Empty containers are not accessible during the show.

OUTBOUND PAPERWORK AND LABELS

Smith Expo requires a copy of your BOL for each outbound shipment for Material Handling. We can make copies of your BOL at the Smith Expo Service Center or email msmith@smithexpo.com to print a copy. If you're using TForce Freight, Smith Expo will provide you with a BOL onsite. Blank Material Handling forms are available at the Smith Expo Service Center.

Smith Expo does not provide UPS, FED-EX, or other carrier specific labels but they can print these labels out at the service center if necessary. Exhibitors must schedule pickups directly with all carriers as well as provide carrier specific shipping labels. Smith Expo does not pay for vendor freight, inbound or outbound. Freight payments are made directly by vendor to carrier.



Outbound freight instructions...

If you've scheduled your own carrier to pick up your outbound freight, they will pick up directly from show site (Kalahari Resort, 250 Kalahari Dr., Loading Dock, Pocono Manor, PA 18349) during the load out hours of:

- **Move-out:** Monday, November 16, 2026 from 7:30 PM – 9 PM EST
Note: With the show closing at 7:30pm on Monday, November 16th, you'll want to give your team some extra time to pack up. Schedule your carrier accordingly.

Smith Expo will begin returning empty containers as soon as it's been deemed safe to deliver to vendors by BrainStorm staff.

Note: Any freight left on the show floor after 9pm EST on Monday, November 16th will be rerouted with TForce Freight. No exceptions.

At the end of the show, be sure that your shipment is properly labeled, leave freight in your booth and bring a copy of your outbound BOL to the Smith Expo service desk so we can release the freight to your carrier. We will have shipping labels and the ability to make copies of your BOL at the Smith Expo service desk if needed.

If you've selected the in-house carrier, **TForce Freight**, to handle your outbound shipment and after your team has properly packaged all outbound freight, visit the Smith Expo service desk onsite to obtain a copy of the outbound BOL and shipping labels. Leave the freight inside the booth and TForce Freight will handle it from there.

Smith Expo does not pay for vendor freight, inbound or outbound. Freight payments are made directly by vendor to carrier.

Vendors are responsible for handling their own outbound UPS or FedEx pre-paid packages.

Material handling forms and payment details should be sent to hsmith@smithexpo.com to avoid freight delivery delays to your booth and or for outbound freight. Again, any freight left on the show floor after 9pm EST on Monday, November 16, 2026 will be rerouted with TForce Freight. Feel free to also contact them in advance at anthonycox@tforcefreight.com or call 800.988.9889.

We want you to have a successful show. If we can be of assistance, please text or call Smith Expo at 317.362.6890 or visit the onsite service desk. WE APPRECIATE YOUR BUSINESS!



Smith Expo



Smith Expo

**ADVANCE WAREHOUSE
by November 5, 2026 at 3 PM**

SMITH EXPO
1173 Airport Pkwy, Ste. C
Greenwood, IN 46143

EVENTNAME: **BrainStorm Poconos** DATES: **November 16, 2026**

COMPANY NAME: _____

BOOTH #: _____

USE THIS LABEL ON ALL FREIGHT/ PACKAGES / SHIPMENTS
SENT TO THE ADVANCE WAREHOUSE

Send up to 45 days in advance of the show.

***SMITH EXPO IS NOT RESPONSIBLE FOR SHIPMENTS SENT
DIRECT TO SHOW SITE. USE THE ADVANCE WAREHOUSE.***



Smith Expo

DIRECT TO SHOW SITE

**NOT
AVAILABLE AT
THIS LOCATION**

KEEP THIS PAGE FOR PACKAGE / SHIPPING



How-To-Trade Show

Regardless if you're a trade show expert or you'll be attending your first event this guide will walk you through the process of everything you need when attending a trade show.



Step 1

Contact TForce Freight

- (800) 988-9889 | Anthonycox@tforcefreight.com
- TForce Freight Trade Show is available 8am–8pm Monday – Friday EST. During weekends or non-staffed hours, choose option 1 to speak with an Expedited representative for assistance.



Step 2

Scheduling

- Show Name and Address
- Decorator/Contractor Name
- Booth #
- Delivery date and time
- Post show delivery date and time
- The number of pieces and weight of the shipment

Step 3

Bill-of-Lading (BOL)

- Show Name and Address
- Booth Number
- Delivery Date and Time
- The number of pieces and weight of the shipment. Describe your cartons, crates, skids, or other containers by color and identifying marks if applicable.

Step 4

Headed Home

The on-site booth contact at the show for the company should complete a bill-of-lading called a Material Handling Agreement (MHA) obtained from the contractor's service desk. After completion, it must be turned back in to the contractor's service desk. The service desk will provide blank MHA's and shipping labels for the shipments coming out of the show. The MHA form provided by the contractor should be returned and only in rare cases will the contractor accept an alternative bill-of-lading. TForce Freight recommends a "dummy" bill-of-lading be filled out and sent with who will be working the show. The person at the show can copy all of the info onto the contractor's form. This helps eliminate errors - such as incorrect addresses or leaving any third party billing info off of the bill-of-lading. Be sure to indicate that TForce Freight is the carrier on the MHA to ensure that the freight is not forced to the show decorator's carrier of choice and to ensure proper billing.



1. Smith Expo and subcontractors shall not be responsible for damage to uncrated materials, materials improperly packed, glass breakage, or concealed damage.
2. Smith Expo and subcontractors are not, and cannot be, responsible for loss or disappearance of Exhibitor materials after they have been delivered to the booth or once they are left in the booth for load out and shipping after the show closes.
3. Smith Expo and subcontractors shall not be responsible for loss, delay or damage due to strikes, lockouts or work stoppages of any kind beyond our direct control.
4. Smith Expo and subcontractors shall not be responsible for ordinary wear and tear in handling of equipment; nor for the loss or damage due to fire, theft, windstorm, water, vandalism, acts of God, mysterious disappearance, or other causes beyond our control.
5. Smith Expo and Subcontractors 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.
6. It is understood that Smith Expo and subcontractors are not insurers, that insurance, if any, shall be obtained by the Exhibitor and that the amount payable to Smith Expo hereunder are based on the value of the material handling services and are unrelated to the value of the Exhibitor's property being handled. Since it is impractical and extremely difficult to fix the value of each shipment handled by Smith Expo or its subcontractors, it is understood that Smith Expo and subcontractors do not provide for liability should loss or damage occur.
7. It is the Exhibitor's responsibility to make sure all materials are insured from the time they leave your firm, while they are at show site, and until they are returned after the show.
8. Claims for loss or damage must be submitted to Smith Expo by the close of the show. No suit or action shall be brought against Smith Expo or its subcontractors more than three months after the cause of action.
9. Smith Expo and subcontractor's liability shall be limited to any loss or damage which results solely from Smith Expo or its subcontractors' negligence in the actual physical handling of the items comprising your shipment(s) and not for any other type of loss or damage. Liability shall be limited to an amount not to exceed \$.20 per pound per item with a maximum liability of \$40 per item or \$500 per shipment, which ever is less, as agreed upon damages and exclusive remedy.
10. The Exhibitor agrees in connection with the receipt, handling, storage, and reloading of your materials that Smith Expo and subcontractors will provide their services as agent and not as bailee or shipper. If any employee of Smith Expo or subcontractors shall sign a delivery receipt, bill of lading, or other document, the Exhibitor agrees that they do as the Exhibitor's agent, and the Exhibitor accepts responsibility, therefore.
11. Smith Expo and its subcontractors shall not be liable for shipments received without receipts, freight bills or special unit counts on receipts or freight bills, such as FedEx or UPS Packages. Such shipments will be delivered to booth without guarantee of piece count or condition.
12. Smith Expo does not pay for vendor freight, inbound or outbound. Freight payments are made directly by vendor to carrier.
13. Empty container labels will be available at the Smith Expo customer service desk. Affixing the labels is the sole responsibility of the Exhibitor or its representative(s). It is understood that these labels are used for EMPTY STORAGE ONLY and Smith Expo and its subcontractors assume no responsibility for loss or damage to contents while containers are in storage or for mislabeled containers.
14. The consignment or delivery of a shipment to Smith Expo or subcontractors by an Exhibitor, or by any shipper on behalf of the Exhibitor shall be construed as acceptance by such Exhibitor of the terms, limitations, and conditions set herein.



An Exhibitor Appointed Contractor (EAC) is any company other than the official service contractor, Smith Expo. Exhibitors are responsible for informing all appointed contractors of the rules, requirements and regulations and for ensuring their compliance. Any exhibitor must insure that non-official vendors hired to perform any of the following services at this event must comply with the rules, requirements and regulations:

- Audio Visual
- Carpet Rental / Flooring
- Computer Rentals
- Exhibit Rental/Booth Rental
- Exhibitor Marketing
- Furniture
- Installation & Dismantling / Display Labor / Supervision
- Personnel / Temporary Help / Models
- Photography / Video / Film
- Transportation / Freight Carrier

A certificate showing adequate general liability and property damage coverage must be received four (4) weeks prior the event.

IMPORTANT: please be sure the certificate of insurance (COI) indicates the name of the exhibitor appointed contractor being insured and the name of the exhibiting company for which work is being performed. Smith Expo, the Official Show Contractor, and the facility must be named as additional insureds on all policies. The COI must cover the entire event date and must be received no later than four (4) weeks prior to the event. Any and all outside vendors must fulfill the following requirements:

- EACs should supply a list of all full-time employees who will be installing, dismantling or working in the exhibiting company's booth. Smith Expo management also requires that exhibitor appointed contractors furnish a list of all subcontractors they will use during installation, show days and dismantling. Any company that is not an approved exhibitor appointed contractor or does not appear on an appointed exhibitor contractor's list of approved subcontractors will be denied access to the show floor. Exhibitor appointed contractors must collect the proper COIs from their subcontractor(s) and maintain the original certificates (photocopies and faxes are not acceptable) on file for review by Smith Expo management.
- All EACs and all subcontractors must display company ID with photo all times while on property.
- All EACs agree to abide by the rules and regulations set forth by Smith Expo in this Service Kit. EACs may operate only out of the confines of their client's booth. Separate service desks and/or work areas, storage areas or other work facilities will not be permitted at Smith Expo's event. The show aisles and public space are not part of the Exhibitor's booth space.
- All EACs must comply with local labor agreements and practices and may not commit any acts that could lead to work stoppages, strikes or labor problems.
- All EACs must adhere to the move-in, move-out schedule. Exhibitors will be responsible for any additional expense incurred by Smith Expo should deadlines not be met.
- Exhibitors are liable for restoring their exhibit area to its original condition (i.e. free of any tape, debris and other remnants of use).
- All personnel under the employment of the EACs must be credentialed properly with show management.
- It is the responsibility of the exhibiting company to ensure that each EAC adheres to all official rules and regulations of the Event as set forth by Smith Expo.
- All EACs will not solicit business on the Show Floor.

