



Smith Expo

BrainStorm Poconos 2025 Kalahari Resort – Kilimanjaro Ballroom Pocono Manor, PA November 17, 2025

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 x703
- Email: vthiele@brainstormk20.com

EXHIBIT INFORMATION

- Backwall Drape: 8' Violet and White
- Sidewall Drape: 3' Black
- Table: (1) 8' long x 2' wide x 30" high Black Spandex Skirted Table
- Seating: Two Folding Chairs
- Trash: One wastebasket, upon request
- Carpeting: Yes
- 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. 13, 2025 | 3 PM |
| • Advance Freight Deadline (without surcharge): | Thurs., Nov. 13, 2025 | 3 PM |
| • Vendor Setup: | Mon., Nov. 17, 2025 | Noon - 3:30 PM |
| • Show Hours: | Mon., Nov. 17, 2025 | 3:30 - 7:30 PM |
| • Move-out: | Mon., Nov. 17, 2025 | 7:30 - 11 PM |
| • Freight Re-Route: | Mon., Nov. 17, 2025 | 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

FURNITURE & ACCESSORIES ORDER FORM

BS -Poco 2025

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	\$

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

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

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

Round Cocktail Tables				
	30" High	\$35	\$44	\$
	40" High	\$45	\$56	\$
	Add Spandex Cover	\$10	\$15	\$

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 \$ _____

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	Varies - Customized Graphics Available		
	3' Base/Upright	\$3	\$4	\$
	8' Base/Upright	\$8	\$10	\$
	Cross Bar	\$8	\$10	\$
	3' Masking Drape/LF	\$6	\$8	\$
	8' Masking Drape/LF	\$9	\$12	\$
	55" LED TV (w/stand)	\$225/day	\$282/day	\$
	Fish Bowl	\$10	\$13	\$
	10x10 Booth Carpet Color: _____	\$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	\$
Smith Expo is not responsible for shipments sent direct to show site.			

Advance Ordering Deadline

Thursday, November 13th at 3PM

PAYMENT INFORMATION WILL BE COMPLETED ON THE FOLLOWING PAYMENT AUTHORIZATION FORM

COMPANY NAME: _____ BOOTH #(S): _____



Smith Expo

PAYMENT POLICIES & AUTHORIZATION FORM

BS - Poco 2025

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 13, 2025 FOR DISCOUNT RATES TO APPLY

CREDIT CARD INFORMATION TO BE PLACED ON FILE

Form of Payment: ☐ Visa ☐ Mastercard ☐ American Express ☐ Check #: _____
(Payable to Smith Expo – Fed ID: 83-4180399)

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](mailto:hsmith@smithexpo.com)

COMPANY NAME: _____ BOOTH #(S): _____



Smith Expo

MATERIAL HANDLING RESOURCE GUIDE

BS - Poco 2025

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, Nov. 13, 2025
- 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, Nov. 13, 2025 – 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

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 17, 2025 @ 9 PM OR THEY WILL BE REROUTED

OUTBOUND CARRIER INFORMATION

☐ TForce Freight – Official Show Carrier

☐ 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



**ADVANCE WAREHOUSE
BY 3PM NOVEMBER 13, 2025**

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

EVENTNAME: 2025 BS - POCO **DATES:** November 17, 2025

COMPANY NAME: _____

BOOTH #: _____

KEEP THIS PAGE FOR PACKAGE / SHIPPING

DO NOT SHIP DIRECT TO SHOW SITE

***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

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, whichever 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.

