



GENERAL SHOW INFORMATION

SESWA Conference
September 30- October 2, 2026
Chattanooga Westin
Chattanooga, Tennessee

OFFICIAL SERVICE PROVIDER

Veal Convention Services, Inc. (VCS)
3016 Reverend Abraham Woods Jr. Blvd.
Birmingham, AL 35203

Phone: 205.328.1010
Toll Free: 800.844.8325
Email: orders@vealco.com

IMPORTANT DATES

Advance Freight Cut Off and Discount Deadline: Wednesday, September 23, 2026
Orders must be received with payment by this date to qualify for discounted prices.
Freight received at advance warehouse after cutoff date subject to late fees and additional transportation charges.

EXHIBITOR INSTALLATION

Please see exhibitor registration information for exact dates and times.

EXHIBITOR MOVE OUT

Please see exhibitor registration information for exact dates and times.
All freight and materials on the showfloor after move-out deadline will be forced back to VCS warehouse or onto VCS's preferred carrier. Additional charges will apply.

ADVANCE WAREHOUSE AND DIRECT TO SHOW SHIPPING INFORMATION

See attached shipping labels for deadlines and addresses.

RENTAL TERMS & CONDITIONS, LIMITS OF LIABILITY and OTHER IMPORTANT INFORMATION

All services and rentals are governed by the terms and conditions and limits of liability available at veal.boomerecommerce.com. Or contact our office at orders@vealco.com for a copy or with any questions or concerns before placing orders or shipping packages to VCS.



FREIGHT HANDLING SERVICES

SERVICE A - ADVANCE SHIPMENT TO WAREHOUSE

CRATED AND/OR SKIDDED FLOOR LOAD SHIPMENTS - Shipments that can be unloaded at the dock with no additional handling required. Each shipment received is charged separately. Cumulative weights are not allowed on minimums. *Prices apply only to shipments that meet the advance deadline.*

STRAIGHT TIME RATE: \$79 per 100lbs. – 200lbs. minimum

SERVICE B - DIRECT SHIPMENT TO SHOWSITE

CRATED AND/OR SKIDDED FLOOR LOAD SHIPMENTS - See definition above in Service A.

STRAIGHT TIME RATE: \$109 per 100lbs. – 200lbs. minimum

SERVICE C - SMALL PACKAGE SERVICE

Cartons and envelopes received without documentation. Maximum weight is 30 lbs. per shipment, per delivery. This includes UPS, FedEx, etc. All shipments received via air carrier that do not fall under the small package category may be subject to special handling charges.

STRAIGHT TIME RATE: \$39 per package

SERVICE D - OUTBOUND ONLY FREIGHT HANDLING SERVICE

Freight handled only at close of show. Material handling fees include taking materials to the loading dock and loading on designated carriers.

STRAIGHT TIME RATE: \$49 per 100lbs. – 200lbs. minimum

OTHER CHARGES FOR FREIGHT HANDLING SERVICES

Uncrated, Loose, and Shipments Requiring Special Handling: Shipments of uncrated or loose items or boxes, machinery / heavy equipment or blanket wrapped items or any items that require special handling. Additional Fee: 30 percent

Delivery Deadline: Advance shipments to warehouse that are received before the advance receiving dates or not received at least five (5) days prior to show move-in and any direct to show site shipments that arrive before or after designated acceptance times. Additional Fee: 30 percent

Overtime Surcharge*: Straight time rates are quoted above and apply Monday through Friday 8am - 4pm. Freight handling on overtime, before 8am and after 4pm on weekdays and on Saturday, Sunday or Holiday, an additional 30 percent will be charged per occurrence. Based on move-in / move-out schedule, an overtime surcharge per occurrence applies to shipments handled at show site during overtime hours. (Your advance warehouse shipments may be received during straight-time, but the move-in / move-out schedule may require that your shipment be moved in to our out of the exhibit area on overtime.) Additional Fee: 30 percent for every overtime application. * This fee has already been included for this event in the pricing listed above. *

Transportation Surcharge: Charge applies to freight transported to VCS warehouse after close of show. \$35 per 100lbs (\$350 minimum)

Please visit vealco.com for outbound shipment instructions or contact us at orders@vealco.com

*All orders must be processed using our online ordering at: veal.boomerecommerce.com.
Please call 1(800)844-8325 for assistance or with any questions regarding your order.*



ADVANCE SHIPMENT LABELS

RUSH! Exhibition Freight RUSH! Exhibition Freight RUSH!

Must arrive by: **Wednesday, September 23, 2026**
SESWA - 9/30-10/2 - The Grand Point Clear - Point Clear, AL

From: _____ To: Veal Convention Services
3016 Reverend Abraham Woods Jr. Blvd. N
Birmingham, AL 35203

Exhibiting Company: _____ Booth Number: _____

Number _____ of _____ pieces. Carrier _____

RUSH! Exhibition Freight RUSH! Exhibition Freight RUSH!

Must arrive by: **Wednesday, September 23, 2026**
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From: _____ To: Veal Convention Services
3016 Reverend Abraham Woods Jr. Blvd. N
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Exhibiting Company: _____ Booth Number: _____

Number _____ of _____ pieces. Carrier _____

These shipping labels are provided for your convenience to assist in preparing shipments to the advance warehouse. Please cut along the dashed lines and affix one to each piece of your shipment to the advance warehouse. Please make additional copies of these labels as needed.

NOTE: Warehouse is not temperature controlled. Hazardous materials will not be accepted at warehouse.

RENTAL FURNITURE & ACCESSORIES

SKIRTED DISPLAY TABLES	Advance Order	Floor Order	CHAIRS	Advance Order	Floor Order
4ft by 2ft by 30in high	\$89	\$109	Folding	\$9	\$19
6ft by 2ft by 30in high	\$109	\$129	Side	\$49	\$69
8ft by 2ft by 30in high	\$129	\$149	Arm	\$49	\$69
			Barstool	\$69	\$89

(Standard table height is 30in. Add \$40 for 40in high skirted table.) (All sizes skirted on three sides. For skirt on 4th side, add \$20 on 30in tall table, \$30 on 40in tall table)

Table Skirt Color: _____ blue _____ red _____ burgundy
_____ black _____ green _____ yellow _____ white



OTHER	Advance Order	Floor Order
Cocktail Round Cover	\$19	\$25
Sign Hooks (6)	\$1	\$2
Message Board (4'x8')	\$129	\$169
Wastebasket	\$9	\$15
Chrome Stanchion	\$35	\$45
Stanchion Rope	\$19	\$35
Retractable Stanchion	\$45	\$55
Literature Rack	\$99	\$139
Easel	\$19	\$29
Bag Stand	\$49	\$59
6-10ft section of 3ft drape	\$49	\$59
6-10ft section of 8ft drape	\$69	\$89

BARE DISPLAY TABLES	Advance Order	Floor Order
4ft by 2ft by 30in high	\$39	\$59
6ft by 2ft by 30in high	\$49	\$69
8ft by 2ft by 30in high	\$59	\$79

Standard table height is 30in. Add \$20 for 40in high table

OTHER TABLES	Advance Order	Floor Order
Cocktail Round (café table) (30in diameter, 30in height, cannot be skirted)	\$59	\$89
Cocktail Round (highboy) (30in diameter, 40in height, cover available separately)	\$69	\$99

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INSTALLATION AND DISMANTLING LABOR ORDER FORM

RATES: Straight Time \$80 per hour, Overtime \$120 per hour

- Starting time can be guaranteed only when labor is requested for the start of the working day, which is 8:00am.
- The minimum charge of one (1) hour per person will apply and time will commence in accordance with the exhibitor's request and in half (1/2) hour increments thereafter.
- Work will be done on a straight time basis if circumstances permit; however, this is not a guarantee that overtime charges will not be invoiced if necessary.
- Failure to call for labor at requested time will result in one (1) hour charge per man requested, unless twenty-four (24) hour advance notice is provided.
- Orders received at the show will be processed after advance orders.
- Veal Convention Services cannot be responsible for losses due to theft, loss or damage or for product/literature that is not properly packed and labeled. Review your insurance policies to be sure that you have proper coverage.
- **STRAIGHT TIME IS 8:00 AM – 4:00 PM WEEKDAYS. OVERTIME IS BEFORE 8:00 AM AND AFTER 4:00 PM WEEKDAYS AND ALL DAY SATURDAY. DOUBLE OVERTIME IS ALL DAY SUNDAY AND HOLIDAYS.**

VCS SUPERVISED LABOR

OK TO PROCEED: A SERVICE FOR THOSE OF YOU WHO WISH TO HAVE YOUR EXHIBIT SET UP BEFORE YOUR ARRIVAL AT SHOW SITE. Veal Convention Services, Inc. will install and/or dismantle your exhibit. You need not be present. A professional supervision surcharge of 30 percent will be added to your labor charge. \$45 minimum for each installation and dismantle.

	No. of Laborers	Laborer Hrs. Each	Total Hours	Number of Cartons: _____
Installation	_____	_____	_____	
Dismantle	_____	_____	_____	Number of Crates: _____

EXHIBITOR SUPERVISED LABOR

DO NOT PROCEED: ALL WORK IS PERFORMED ONLY UNDER THE SUPERVISION OF THE EXHIBITOR REPRESENTATIVE. It is important that the exhibitor check in at the service desk to pickup laborers ordered. Exhibitor must also check the laborers out at the service desk upon completion of work. All work to be done under the supervision of the exhibitor or exhibitor representative.

	No. of Laborers	Laborer Hrs. Each	Total Hours	Number of Cartons: _____
Installation	_____	_____	_____	
Dismantle	_____	_____	_____	Number of Crates: _____

Exhibitor Representative:

Company Name:

Email Address:

Show Site Phone No.:

Alternate Phone No.:

**Please complete and send this page via email to orders@vealco.com*
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PLEASE READ CAREFULLY. YOU ARE ENTERING A CONTRACT. ALL ORDERS ARE GOVERNED BY THESE:

RENTAL TERMS & CONDITIONS AND LIMITS OF LIABILITY

These terms and conditions are part of the agreement between you, the exhibitor, and VCS. Your placement of an order for service or rental equipment and/or delivery of your materials to VCS'S warehouse or to a show site for which VCS is the official contractor is your acceptance of these terms and conditions

VCS'S RESPONSIBILITIES. VCS is responsible only for services which it directly provides. VCS assumes no responsibility for any persons, parties or other contracting firms not under VCS's direct supervision and control. VCS shall not be responsible for loss, delay or damage due to any cause beyond VCS'S reasonable control, including, but not limited to, fire, strikes, accidents, transportation contingencies, theft, weather, acts of God, civil disturbances, explosions, acts of terrorism or war, etc. nor for ordinary wear and tear in the handling of materials. VCS will provide material handling services as the EXHIBITOR'S agent, not as bailee or shipper, and shall have no responsibility or obligation as such.

INSURANCE. It is understood that VCS is not an insurer. Insurance on exhibit materials, if any, shall be obtained by the EXHIBITOR, at its sole costs and expense from a third-party insurance provider. **BE SURE THAT THE MATERIALS YOU SHIP TO SHOW SITE ARE INSURED FROM THE TIME THEY LEAVE YOUR WAREHOUSE UNTIL THEY ARE RETURNED. CONTACT YOUR INSURANCE REPRESENTATIVE TO ARRANGE THIS COVERAGE.**

PAYMENT TERMS - Our terms require 100% payment with order for rentals, services, tax and anticipated freight. Your credit card information for payment of advance and show site orders must be on file in VCS's online ordering system in order for us to provide any equipment or services. Full payment of rental charges must accompany your order and be received by our office before the deadline date to qualify for the discounted rates. **PLEASE NOTE THAT PO'S ARE NOT ACCEPTED AS A FORM OF PAYMENT.** All orders received after deadline or on show site will be charged at standard rates. Unpaid accounts after close of show will accrue a service charge of .0575% per day, annual interest rate of 21%. Exhibitor is responsible for all fees connected with the collection of your accounts and agrees to pay all cost, interest, attorney's fees and other costs incurred by VCS in protecting its rights of property under this agreement, or in suing the renter for the breach of this agreement. Additional services or rentals ordered on site may be invoiced to your credit card on file. Advance charges may be paid by company check but credit card information is still required. Copies of invoices may be requested from VCS's main office after close of event. No credit will be given after close of event on items or services ordered but not received.

RETURN OF MATERIALS: All material to remain the property of VCS. Prices quoted cover rental cost only. Upon the expiration or termination of this rental agreement all materials shall be surrendered or returned to VCS in the same condition in which they were received. The acceptance of the return of the rented equipment is not a waiver by VCS of any claims for latent or patent damage to the equipment. Exhibitor agrees to compensate VCS should said equipment be lost, stolen, missing, broken, and/or damaged by any cause whatsoever, whether due to renter's fault or not. All materials lost, stolen, missing, broken, and/or damaged will be invoiced at current market replacement cost.

CLAIMS FOR LOSS. Notice of loss or damage must be given to VCS within 24 hours of occurrence or prior to show close/removal. Failure to do so releases VCS from the claim. All claims, must be submitted in writing within 60 days of show close/removal and include facts sufficient to identify the materials, asserting liability for alleged loss or damage and documentation of a specified or determinable amount of money. All claims reported after 60 days are void. No action shall be brought against VCS or its subcontractors more than one year after the cause of action accrues.

(a) PAYMENT FOR SERVICES MAY NOT BE WITHHELD. In the event of any dispute between EXHIBITOR and VCS relative to any loss, damage or claim, EXHIBITOR shall not be entitled to and shall not withhold payment or any partial payment due VCS for its services as an offset against the amount of any alleged loss or damage. Any claims against VCS shall be considered separate transactions and shall be resolved on their own merits.

(b) MAXIMUM RECOVERY. If found liable for any loss, VCS's MAXIMUM liability and EXHIBITOR'S exclusive remedy is limited to \$.10 per pound per article with a maximum liability of \$50.00 per item, or \$1,000 per shipment, whichever is less.

(c) BREACH OF CONTRACT AND/OR NEGLIGENCE ONLY. VCS's liability shall be limited to any loss or damage which results solely from VCS's gross negligence in the actual physical handling of the items compromising the EXHIBITOR'S shipment(s) OR which results from BREACH OF THIS CONTRACT and not for any other type of loss or damage. In no event shall VCS be liable to EXHIBITOR or to any other party for special, collateral, exemplary, indirect, incidental, consequential or punitive damages. Such excluded damages include but are not limited to loss of profits, loss of use, interruption of business or other consequential or indirect economic issues.

OFFICIAL SERVICE CONTRACTORS & EXHIBITOR APPOINTED CONTRACTORS

OFFICIAL SERVICE CONTRACTORS

Show Management, acting on behalf of all Exhibitors and in the best interest of the exposition, has appointed Official Service Contractors to perform and provide necessary services and equipment. Official Service contractors are appointed to:

- a. Insure the orderly and efficient installation and removal of the overall exposition.
- b. Assure the distribution of labor to all Exhibitors according to need.
- c. Provide sufficient labor to satisfy the requirements of Exhibitors and for the exposition itself.
- d. See that the proper type and limits of insurance are in force, and
- e. Avoid any conflict with local union and/or exhibit hall requirements.

The Official Service Contractor will provide all usual trade show services, including labor. Exceptions are:

- a. Supervision may be provided by the Exhibitor.
- b. The Exhibitor may appoint an exhibit installation contractor or display builder.

EXHIBITOR APPOINTED CONTRACTORS

Exhibitors may employ the service of independent contractors to install and dismantle their display, providing the Exhibitor and the installation and dismantling contractor comply with the following requirements:

- a. The exhibitor must send written notification to Show Management and Veal Convention Services of the intention to utilize an independent contractor no later than 30 days prior to move-in day. Provide name, address and telephone number of firm in said notification.
- b. The Exhibitor shall provide evidence that the Exhibitor Appointed Contractor has a certificate of insurance with a minimum of \$1,000,000 liability coverage, including property damage, to Show Management and Veal Convention Services 10 days before show opening.
- c. The Exhibitor agrees that he is ultimately responsible for all services in connection with his exhibit, including freight, drayage, rentals and labor.
- d. The Exhibitor Appointed Contractor must have all business licenses, permits and Workers' Compensation insurance required by the State and City governments and the convention facility management prior to commencing work, and shall provide Show Management with evidence of compliance.
- e. The Exhibitor Appointed Contractor must furnish Show Management and Veal Convention Services with the names of all on-site employees whom will be working on the exposition floor.
- f. The Exhibitor Appointed Contractor shall be prepared to show evidence that it has a valid authorization from the Exhibitor for services. The Exhibitor Appointed Contractor may not solicit business on the exhibit floor.
- g. The Exhibitor Appointed Contractor must confine its operations to the exhibit area of its clients.
- h. The Exhibitor Appointed Contractor shall provide, if requested, evidence to Veal Convention Services that it possesses applicable and current labor contracts and must comply with all labor agreements and practices.
- i. The exposition floor, aisles, loading docks, service and storage areas will be under the control of the Official Service Contractor, Veal Convention Services.
- j. All activities by the Exhibitor Appointed Contractor must be coordinated with Veal Convention Services.
- k. For services such as electrical, plumbing, telephone, cleaning and drayage, no contractor other than the Official Service Contractors will be approved. This regulation is necessary because of licensing, insurance, and work done on equipment and facilities owned by parties other than the Exhibitor. Exhibitors shall provide only the material and equipment they own and to be used in their exhibit space.