



## 2024 Ulta Beauty Field Leadership Conference

A warm welcome to our valued Brand Partners!

On behalf of the Ulta Beauty team, we are excited to announce the 2024 Ulta Beauty Field Leadership Conference (FLC) in Orlando, Florida will take place April 14 – 17, 2024. We are grateful for your past and future support of this event and this meaningful opportunity to spend time with you.

This year, we come together to celebrate **The Joy Beauty Brings**. We see it in you – your energy, your dedication – it inspires beautiful possibilities for our associates and guests every year. It is through shared moments like FLC that we innovate new ways to showcase beauty while growing your brands, services and visibility.

Our beauty loving associates are committed to driving your business in more than 1,350 Ulta Beauty stores across the country and 2024 FLC is the perfect time to ignite their passion about your brand! Don't miss this fantastic opportunity to connect and engage with more than 2,000 Ulta Beauty team members and effectively educate all of our general managers, field leadership team and select business partners on your brand, new products and marketing for the year ahead.

Everything you need for your booth is included in this manual. If you have any questions, please reach out to your Exhibit Manager, Cheryl Smith, [Cheryl.Smith@Maritz.com](mailto:Cheryl.Smith@Maritz.com).

We look forward to welcoming you in Orlando to experience and inspire **The Joy Beauty Brings** with colleagues and friends!



Dave Kimbell  
Chief Executive Officer



Kecia Steelman  
President and  
Chief Operating Officer



Monica Arnaudo  
Chief Merchandising Officer



## 2024 Ulta Beauty Field Leadership Conference (FLC)

### Sponsorship and/or Exhibitor Terms and Conditions

**Collateral:** The Ulta Beauty leadership and the FLC planning team will review all Brand Partner videos, media clips, artwork, written content, presentations, décor, activations and logos. Ulta Beauty reserves the right to request edits that exceed the allotted time or that contain content deemed inappropriate by Ulta Beauty. Brand Partners will be responsible for ensuring that any music used complies with all music licensing laws before it can be used during the event. All placement of collateral materials in the event space will be at the discretion of the FLC planning team.

#### **Cancellation of Sponsorship Package and/or Exhibit Booth:**

Cancellation by Brand Partner: All cancellations by a Brand Partner of their sponsorship package and/or exhibit booth MUST be submitted in writing to the FLC planning team by emailing such cancellation notice to: [FLCBrandPartnerSupport@travelhq.com](mailto:FLCBrandPartnerSupport@travelhq.com).

Cancellations received more than 60 days prior to FLC, will incur a \$75.00 administrative fee.

If Brand Partner provides notice of cancellation between 30 and 59 days prior to FLC, Brand Partner will be charged 30% of the total amount of Brand Partner's sponsorship fees.

If Brand Partner provides notice of cancellation between 15 and 29 days prior to FLC, Brand Partner will be charged 50% of the total amount of Brand Partner's sponsorship fees.

No refunds will be given if Brand Partner provides notice of cancellation less than 15 days prior to FLC, and Brand Partner will be charged 100% of Brand Partner's sponsorship fees.

All aforementioned cancellation fees are to be paid to Ulta Beauty within 10 days of Ulta Beauty's receipt of the cancellation notice.

Cancellation of any sponsorship packages that included production of a particular promotional item will not receive a refund once item has gone into production.

*the possibilities are beautiful.*™



**Cancellation by Ulta Beauty:** Ulta Beauty reserves the right to cancel a Brand Partner's sponsorship and/or exhibit booth at any time, for whatever reason, with or without cause, and the cancellation will be effective immediately upon Ulta Beauty's notice to the Brand Partner. If Ulta Beauty elects to cancel a Brand Partner's sponsorship and/or exhibit booth, Ulta Beauty shall have no further liability to Brand Partner. In the event of a cancellation by Ulta Beauty, Ulta Beauty will refund Brand Partner any undisputed, pre-paid sponsorship fees.

**Décor/Entertainment:** The meeting and event management company (Maritz) will provide Brand Partners with a selection of options should a Brand Partner wish to add décor or enhancements to a function. Allowable event enhancements must be selected from the preapproved options sourced from our exclusive décor support partner, Hello!. Any upgrades or enhancements will be at the cost of the Brand Partner. Attire/costumes for any event or Brand Partner Booth entertainment must be appropriate for a professional event environment. Brand Partners/entertainment must exert a certain amount of judgment in their choice of clothing to wear to a corporate function. If you experience uncertainty about acceptable, appropriate attire, please ask the FLC planning team prior to the event. Absolutely no bare chests are allowed for anyone. Ulta Beauty reserves the right to require model costume approval. Each venue will have standard linens available for all food and beverage functions. Should you require upgraded linen or any décor enhancements, please contact Maritz at [FLCBrandPartnerSupport@TravelHQ.com](mailto:FLCBrandPartnerSupport@TravelHQ.com).

**Exhibit Booth:** Minimum booth size is 10' x 10'. Sharing of space is not permitted.

**Exhibit Certificate of Insurance:** Every exhibitor is required to have exhibitor insurance for the 2024 Ulta Beauty Field Leadership Conference. You are required to carry a minimum of \$1,000,000 of general liability insurance for the days of the event and name Ulta Inc., Maritz Holdings Inc., and Genesis Exposition Services, LLC, and the Orange County Convention Center as additional insured. Exhibitors should be responsible for their actions; as a result, exhibitors are required to provide a certificate of insurance to the exhibit manager, Cheryl Smith, to verify they have the required insurance.

**Exhibitor Safety:** All Brand Partners must follow all safety and vendor requirements as outlined in the Exhibitor Services Manual ("ESM") and/or communicated by Ulta Beauty. No vehicles of any size are permitted on the show floor to deliver items to booths. Children under the age of 18 are strictly prohibited on the expo floor. No open-toed shoes will be permitted on the exhibit floor during move in/out.

**Drawings:** No drawings or raffles will be allowed during the Brand Partner Expo.

**Product Demonstrations and Samples:** Brand Partners may only demonstrate product(s) and provide sample(s) at the Brand Partner Expo, or if applicable in their sponsorship package, that are currently carried in an Ulta Beauty store or will be in stores within the next year.

*the possibilities are beautiful.*™



**Shipping and Material Handling:** Genesis Exposition Services, LLC (Genesis) will be handling all shipments for the event. Brand Partners must adhere to all shipping guidelines, including the use of appropriate labels provided by the FLC planning team. Materials must arrive at the Advance Warehouse between Monday, March 11 thru Tuesday, April 9 at 3:30pm EST. Please refer to the Spec Guide for additional details.

**Food & Beverage:** No outside food or beverage, including alcohol, will be permitted in the Orange County Convention Center, or at any offsite event. All food and beverage (F&B) consumed on the premises of the Convention Center must be provided by The Orange County Convention Center. To order F&B, please consult the ESM.

**Personal Items:** Ulta Beauty is not responsible for personal items. There is no secure location at the Convention Center or offsite locations for personal items.

**Social Media, Videos and Photos:** Brand Partners are not allowed to publish, post or release information that is considered confidential or proprietary to Ulta Beauty. Brand Partners may post photos of their own expo booth as long as: (1) the images only contain the items within their booth space and (2) they receive written permission from anyone who is in the picture, if applicable.

**Third Party Facility and Venue Rules and Processes:** Brand Partner acknowledges and agrees that the events subject to this Agreement will be held not on Ulta Beauty's premises, but rather on premises and in facilities owned, controlled and managed by third parties, including hotels, restaurants, outdoor recreation centers and nightclubs (collectively, "Third Party Venues"); and accordingly, Brand Partner agrees to cooperate with and abide by rules and regulations of such Third Party Venues in conducting and operating its sponsorship activities under this Agreement.

*the possibilities are beautiful.*<sup>™</sup>





## 2024 Ulta Beauty Field Leadership Conference Table of Contents

We're excited to have you as an exhibitor at the upcoming 2024 Ulta Beauty Field Leadership Conference in Orlando, FL on Tuesday, April 16, 2024. The Exhibitor Service Manual provides everything you need for pre-show and onsite planning, including details on official show contractors and vendors.

<p><b><u>General Information</u></b></p> <ul style="list-style-type: none"> <li>• Frequently Asked Questions (FAQ's) &amp; Checklist</li> <li>• Ulta Beauty FLC 2024 Booth Equipment</li> <li>• Exhibitor Appointed Contractor Notification Forms</li> <li>• Sample Certificate of Insurance</li> <li>• Booth Diagram Requirements</li> <li>• Booth Design Guidelines &amp; Information</li> </ul>	<p><b><u>Orange County Convention Center (OCCC)</u></b></p> <ul style="list-style-type: none"> <li>• Electrical Services</li> <li>• Aerial Rigging &amp; Lighting</li> <li>• Water, Plumbing, Compressed Air, Natural and LP Gas and Cable TV</li> <li>• SmartCity Internet/Telecommunications <i>(physical order forms with online ordering link)</i></li> <li>• Sodexo live! Booth Catering</li> </ul>
<p><b><u>Genesis Exposition Services</u></b></p> <ul style="list-style-type: none"> <li>• Payment Authorization Form</li> <li>• Material Handling, Shipping Labels &amp; Manifest</li> <li>• Outbound Shipping Information</li> <li>• Installation &amp; Dismantle Booth Labor Services</li> <li>• In-Booth Forklift Service</li> <li>• Cleaning Service Order Form</li> <li>• Hanging Sign Purchase Form</li> <li>• Display Rentals</li> <li>• Standard Furniture Rental</li> <li>• Carpet Rental</li> <li>• Custom Furniture Rental</li> <li>• Custom Graphics</li> <li>• Floral Rental</li> </ul>	<p><b><u>Exhibitor Services Online Ordering Portal</u></b></p> <p><b>Incentive Deadline Date for all OCCC Services:</b> <i>Thursday, March 21, 2024</i></p> <p>800-345-9898 or 407-685-9824 <a href="mailto:Exhibitor.Services@occc.net">Exhibitor.Services@occc.net</a></p>
<p><b>Rental Display Discount Deadline:</b> <i>Friday, March 1, 2024</i></p> <p><b>Discount Rate Deadline for all other rentals:</b> <i>Wednesday, March 13, 2024</i></p> <p><b>Genesis Online Ordering</b> <a href="http://online.gen-expo.com">http://online.gen-expo.com</a> (502) 266-5101 <a href="mailto:orders@genexpo.com">orders@genexpo.com</a></p>	<p><b><u>LMG Beyond Technology</u></b></p> <ul style="list-style-type: none"> <li>• Audio Visual Exhibitor Rental Equipment</li> </ul> <p><b><u>Online Ordering Portal</u></b> <b>Discount Rate Deadline:</b> <i>Friday, March 29, 2024</i> 407-685-9889 <a href="mailto:occc@lmg.net">occc@lmg.net</a></p>
	<p><b><u>Hello! Florida Destination Management</u></b></p> <ul style="list-style-type: none"> <li>• Modeling &amp; Entertainment Services</li> </ul> <p>Mitzel Montero 786-587-6963 <a href="mailto:mmontero@hello-dmc.com">mmontero@hello-dmc.com</a></p>

### EXHIBIT HALL SCHEDULE

Function	Date	Hours
EXHIBITOR MOVE-IN: <i>20' X 20' Booths or larger</i> <i>*Scheduled through Exhibit Manager</i>	Saturday, April 13, 2024	8:00 AM - 5:00 PM
EXHIBITOR MOVE-IN: <i>All Exhibition Booths</i>	Sunday, April 14, 2024 Monday, April 15, 2024	8:00 AM - 5:00 PM 8:00 AM - 5:00 PM
SHOW FLOOR OPEN	Tuesday, April 16, 2024	9:00 AM - 4:30 PM
EXHIBITOR MOVE-OUT	Tuesday, April 16, 2024 Wednesday, April 17, 2024	4:45 PM - 10:30 PM 8:00 AM - 2:00 PM

*\*Exhibitor booths must be completely packed by 12:00 PM on Wednesday, April 17th. All drivers picking up show freight must be checked in at the loading docks by 8:30 PM on Tuesday, April 16th or by 12:00 PM on Wednesday, April 17th.*

## KEY DEADLINES

- **Friday, March 1, 2024**
  - Exhibitor Appointed Contractor Form Due (if a 3<sup>rd</sup> party is building your booth)
  - Booth Diagram – all booths must provide a diagram with all measurements.
  - Display Rental order from Genesis cut-off date
- **Monday, March 11, 2024**
  - First day Exhibit Booth shipments can be received at the Advance Warehouse in Orlando, FL
- **Thursday, March 21, 2024**
  - Convention Center 30% Discount Rate deadline for orders for the Orange County Convention Center
  - Certificate of Insurance – see below FAQs for more details
- **Tuesday, April 9, 2024**
  - Last day shipments can be received at the Advance Warehouse in Orlando, FL

## FAQs

- **What is included with my booth?**
  - **First Timer\* (Tabletop exhibit only)**
    - 1 – 7" x 44" Booth ID Sign
    - 1 – 8'x30" Black Skirted Table
    - 2 Side Chairs
    - 1 Wastebasket

*\*Eligible for First Time FLC exhibitors only*
  - **Get Sparked Booth\* (10x10 inline)**
    - 8' high back drape with 3' high side rails
    - 1 – 7" x 44" Booth ID Sign
    - 1 – 8'x30" Black Skirted Table
    - 2 Side Chair
    - 1 Wastebasket
    - Tuxedo Carpet

*\*Eligible for Sparked Brands only. Must be in at least 100 stores at the time of FLC*
  - **10x10, 10x20, or 10x30 Inline Booths**
    - 8' high back drape with 3' high side rails
    - 1 – 7" x 44" Booth ID Sign
    - 1 – 8'x30" Black Skirted Table
    - 2 Side Chairs
    - 1 Wastebasket
    - Tuxedo Carpet
  - **Peninsula Booths 20x20 or larger (shares a backwall)**
    - 8' high back drape
    - 1 – 7"x44" Booth ID Sign
  - **Island Booths 20x20 or larger (stands alone – no shared walls)**
    - 1 – 7"x44" Booth ID Sign

- **When will the booth numbers be available?**
  - Booth numbers are anticipated to be assigned by the end of February. Booth numbers will be communicated as soon as they are available.
  
- **Who assigns the booth number?**
  - Booth numbers are assigned through a collaborative effort by the Ulta Beauty Leadership team.
  
- **How many items should I plan for giveaways, literature etc.?**
  - 2,500 pieces
  
- **What are the days/times for Brand Partners to install / set-up their booths?**
  - Booths 20x20 or Larger
    - Saturday, April 13, 2024, 8:00am – 5:00pm
    - Scheduled through Exhibit Manager, Cheryl Smith
  - All booths
    - Sunday, April 14, 2024, 8:00am – 5:00pm
    - Monday, April 15, 2024, 8:00am – 5:00pm
  
- **What are the actual exhibit times?**
  - Tuesday, April 16, 2024
  - 9:00am – 4:30pm\* Subject to change
  
- **What time can we begin to tear down our booths?**
  - Tuesday, April 16, 2024, from 4:45pm – 10:30pm
  
- **What time do we have to be out of the exhibit hall (after tear down)?**
  - Wednesday, April 17, 2024, by 2:00pm
  - All booths MUST be fully packed and ready to ship by 2:00pm
  
- **Who is the General Service Contractor?**
  - Genesis Exposition Services (same as previous year)
    - 10801 Plantside Drive, Louisville, KY 40299
    - Phone: 502-266-5101
    - Email: [orders@gen-expo.com](mailto:orders@gen-expo.com)
  
- **What do I need for the Certificate of Insurance (COI)?**
  - **Every exhibitor is required to have exhibitor insurance** for the 2024 Ulta Beauty Field Leadership Conference. You are required to carry a minimum of \$1,000,000 of general liability insurance for the days of the event and name the following as additional insured.
    - Ulta, Inc. 1000 Remington Blvd, #120 Bolingbrook, IL 60440
    - Genesis Exposition Services LLC – 10801 Plantside Drive, Louisville, KY 40299
    - Maritz Holdings Inc. 1395 North Highway Drive Fenton, MO 63099
    - The Orange County Convention Center, PO Boc 691509, Orlando FL 32869-1509
    - Certificate of Insurance is due to the exhibit manager, Cheryl Smith ([Cheryl.Smith@Maritz.com](mailto:Cheryl.Smith@Maritz.com)) by Thursday, March 21, 2024.

- **When do I need to ship items to Ulta Beauty FLC?**
  - **Shipping Booth Materials and Booth Gratis**
    - ***Please note: ALL shipments sent to the Advanced Warehouse and Show Site WILL be charged material handling fees. Please refer to the Material Handling and Payment forms in the manual.***
    - You may ship items to the **Advance Warehouse** (Preferred)
      - Shipping labels are in the Exhibitor Service Manual
      - Shipments cannot arrive prior to Monday, March 11, 2024
      - Shipments must arrive no later Tuesday, April 9, 2024, by 3:30pm (local time)  
*Shipments that arrive past this date will incur additional material handling fees*
        - Freeman c/o Genesis Exposition Services
        - 10088 General Drive
        - Orlando, FL 32824
        - Attn: Booth Name and/or # \_\_\_\_\_
    - You may ship items **directly to the Orange County Convention Center**
      - Shipping labels are in the Exhibitor Service Manual
      - Shipments cannot arrive prior to Saturday, April 13, 2024 – *Shipments that arrive prior to this date will be refused and rerouted or returned by your carrier*
      - Shipments must arrive no later than Monday, April 15, 2024
        - Genesis Exposition Services at
        - Orange County Convention Center
        - 9800 International Drive
        - Orlando, FL 32819
        - ATTN: Ulta Beauty FLC – West Halls D & E
- **How do I ship items back after the event?**
  - The Expo Hall will be using **TForce** (formerly UPS Freight) to ship out freight from the expo. If you use them, all you have to do is fill out a Bill of Lading at the Genesis Exhibitor Services Desk which is located in the back of the Expo Hall.
  - **FEDEX/UPS/Other:** If you want to use any other carrier to ship items from the Convention Center you will need to have your own labels and schedule the pick-up ***\*For small outbound shipments, your carrier must be checked in at the loading docks by 8:30pm. on Tuesday, April 16<sup>th</sup> and we will load trucks until 11:00pm. There are no guarantees that checked in trucks will be loaded Tuesday evening. Full load trucks should schedule their carrier to check in by 12:00pm on Wednesday, April 17<sup>th</sup>.***
- **How many representatives can I have in my booth?**
  - There are no limits of the number of reps you can have in your booth, however, please keep in mind the size of your space and bring the appropriate number of reps so that you can have décor, products, your reps and attendees in your booth and it not be too crowded.
- **Is carpet included with my booth?**
  - Carpet (no pad) is included with 10x10, 10x20, and 10x30 booths only.
- **Can we serve alcohol in our booth?**
  - No – Alcohol is not permitted at any time during the Ulta Beauty FLC Brand Partner Expo.
- **Can I have helium balloons, glitter or pyrotechnics (including those for indoor use) in my booth?**
  - No – Use of helium balloons, glitter and pyrotechnics are strictly prohibited by Ulta.
- **I need to do final touchups on my booth, can I finish painting while I set-up my booth?**

- No – Painting signs, exhibits or other objects are not permitted in the Orange County Convention Center.
- **Can I wear open-toed shoes during move-in and move-out?**
  - No – For safety reasons, open-toed shoes are not permitted during set-up or tear-down.
- **Are children permitted in the exhibit hall?**
  - No – Children under the age of 18 are strictly prohibited on the expo floor at any time.
- **Can I bring in food for my set-up team from an outside source (i.e., McDonald's, Panera, etc.)**
  - All food consumed in the exhibit hall must be provided by the Orange County Convention Center.
- **Is lunch available to Brand Partners on Expo day?**
  - Lunch will be provided on Tuesday, April 16, 2024. For those Brand Partners who are not accommodated by the free boxed lunch tickets included with your booth purchase, an option to purchase additional boxed lunches from The Orange County Convention Center is available for pre-order ONLY. To pre-order lunches, please consult your Exhibitor Services Manual. Brand Partners will **NOT** be able to place orders for food or buy lunch tickets the day of the event. Alcohol is prohibited in the Convention Center.
- **Are we permitted to walk the aisles to promote our product through the exhibit area?**
  - No – Exhibitors may not solicit business in aisles or engage in any activity that leads to congestion in the aisles. Exhibitors wishing to include demonstrations, presentations, or crowd gathering activities of any type must confine such activity to their specific booth area.
- **Is there a dress code for vendors/models?**
  - Attire/costumes for any event or Brand Partner Booth entertainment must be appropriate for a professional event environment. Brand Partners/entertainment must exert a certain amount of judgment in their choice of clothing to wear to a corporate function. If you experience uncertainty about acceptable, appropriate attire, please ask the FLC planning team prior to the event. Absolutely no bare chests are allowed for either females or males. Ulta Beauty reserves the right to require model costume approval.
- **What are the restrictions regarding sound/music in my booth?**
  - Brand Partners may play music in their Brand Partner Expo booth as long as it is not too loud or offensive (i.e., profanity or vulgar language). Sound and noise should not exceed 85 decibels when measured from the aisle immediately in front of the booth, this will be monitored and enforced by the Exhibit Manager.
- **Can we have a vehicle in our booth?**
  - Vehicles are permitted – please contact Cheryl Smith, Exhibit Manager, for additional information and permit information ([Cheryl.Smith@Maritz.com](mailto:Cheryl.Smith@Maritz.com)).
- **Can I carry in my own booth equipment?**
  - Exhibitors are permitted to hand-carry booth equipment. Hand-carry is defined as small packages or cartons.
  - Exhibits or displays, equipment, stock or supplies will not be allowed to enter or leave by way of the front entrances of the Orange County Convention Center.
- **Can Brand Partners attend the General Session or Evening Functions?**
  - Brand Partners may only attend the Expo on Tuesday, April 16<sup>th</sup>. All other functions are for the Ulta Beauty attendees only. Some sponsorships may allow sponsoring Brand to have limited attendance in some functions based on their sponsorship package.

- **I have specific questions that are not addressed on the FAQ. Who can I contact?**
  - Cheryl Smith, Exhibit Manager, [Cheryl.Smith@Maritz.com](mailto:Cheryl.Smith@Maritz.com)
  - FLC Brand Partner Support, [FLCBrandPartnerSupport@TravelHQ.com](mailto:FLCBrandPartnerSupport@TravelHQ.com)
  - Amber Melson, Offsite Sponsorships, [Amber.Melson@maritz.com](mailto:Amber.Melson@maritz.com)
  - Vanessa Velasquez, Hotel and Convention Center Sponsorships, [Vanessa.Velasquez@maritz.com](mailto:Vanessa.Velasquez@maritz.com)

## AGENDA

### Agenda

This agenda is based on preliminary information; events are subject to change.

**Please note:** *Brand Partners may only attend the Expo on Tuesday, April 16<sup>th</sup>. All other functions are for the Ulta Beauty attendees only. Some sponsorships may allow the sponsoring Brand(s) to have limited attendance at some functions based on their sponsorship package.*

#### **Day One: Sunday, April 14, 2024**

- Arrive in Orlando, FL
- Services Training
- General Session
- Evening Event

---

#### **Day Two: Monday, April 15, 2024**

- General Session
- Regional Breakouts
- Evening Event

---

#### **Day Three: Tuesday, April 16, 2024**

- General Session
- **Brand Partner Expo**
- Evening at Leisure

---

#### **Day Four: Wednesday, April 17, 2024**

- Regional Breakouts
- Community Service Project
- Departures



## 2024 Ulta Beauty Field Leadership Conference ESM Deadline Checklist

### **March 1, 2024**

Submit booth diagram to Show Management for approval no later than Friday, March 1, 2024. Please be sure to list dimensions & heights of your booth properties shown in your diagrams.

Submit completed Exhibitor Appointed Contractor (EAC) and Certificate of Insurance forms to Show Management by Friday, March 1, 2024, if using any contractor other than the official contractors listed in this ESM.

Submit finalized Genesis Rental Display Orders by Friday, March 1, 2024. All designs / customizations must be finalized by this date and orders must be accompanied with full payment to be processed at the discounted rates. Any displays rented through Genesis will abide by the proper display rules & regulations published in this ESM and booth diagrams will be provided by Genesis to Show Management. Once designs are finalized, exhibitors will receive a copy of the booth diagram with graphic panel dimensions.

### **March 13, 2024**

Graphic files for Genesis Rental Displays must be uploaded to [www.genexpo.com](http://www.genexpo.com) by Wednesday, March 13, 2024. Please follow the instructions found under the "Upload Artwork" tab to submit your files. Any graphics received after this date will be subject to a late fee.

All Genesis orders for rentals & labor services must be submitted with payment by Wednesday, March 13, 2024 to receive the discounted rates. Any orders received after March 13th or without payment, will be charged at the Standard Rates published.

**ALL Exhibitors & EAC's that plan to ship ANY booth properties, materials and/or booth grattis to the Advanced Warehouse or Show Site, MUST submit a completed Genesis "Payment Authorization Form" with a credit card by Wednesday, March 13, 2024.** All shipments will be charged material handling fees as outlined on the "Genesis Material Handling Order Forms" found on pages 27-31 of this ESM. Shipments received for booths without any pre-payments or a credit card on file, will NOT be delivered to the booth until the balance is settled onsite. We understand that you may not have the exact details of your shipment(s) finalized by March 13th, however a credit card is still necessary to be held on file until your Material Handling Order Form & Inbound Shipping Manifest are received at a later date.

### **March 21, 2024**

Place your online orders for electricity, aerial rigging labor and lighting, water, plumbing, compressed air, natural and LP gas, cable TV services and booth catering through the Orange County Convention Center's Exhibitor Services Online Ordering Portal by March 21, 2024 to receive their Incentive Rates.

### **March 29, 2024**

Place your online orders for Audio Visual rentals and services through LMG's Online Ordering Portal: <https://order.lmg.net/occc> by March 29, 2024 to receive their discounted pricing. All orders received after March 29th will be charged an additional 30% over the published rates.





10801 Plantside Drive, Louisville, Kentucky 40299-2419  
Telephone: 502.266.5101 Fax: 502.266.5102

## 2024 Ulta Beauty Field Leadership Conference

### April 16, 2024

#### Show Management:

Maritz Global Events

Exhibit Manager:

Cheryl Smith

cheryl.smith@maritz.com

#### Show Colors:

Booth Drape - Silver

Side Rail Drape - Silver

Aisle Carpet - Tuxedo

#### Genesis Discount Order Deadlines:

##### *Rental Displays:*

Friday, March 1, 2024

##### *Display Graphics:*

Wednesday, March 13, 2024

##### *All other rentals:*

Wednesday, March 13, 2024

**Show Location:** Orange County Convention Center  
West Halls - D & E  
Orlando, FL

#### **Move-in Dates & Hours:**

**Saturday, April 13, 2024**

**8:00 AM - 5:00 PM**

20 x 20 (400 Sq./Ft.) Booths or Larger - scheduled through Exhibit Manager.

**Sunday, April 14, 2024**

**8:00 AM - 5:00 PM**

ALL Exhibition Booths Move In

**Monday, April 15, 2024**

**8:00 AM - 5:00 PM**

ALL Exhibition Booths Move In

#### **Show Date & Hours:**

**Tuesday, April 16, 2024**

**9:00 AM - 4:30 PM**

*Subject to change*

#### **Move-out Date & Hours:**

**Tuesday, April 16, 2024**

**4:45 PM - 10:30 PM**

**Wednesday, April 17, 2024**

**8:00 AM - 2:00 PM**

*\*For small outbound shipments, your carrier must be checked in at the loading docks by 8:30 p.m. on Tuesday, April 16th and we will load trucks until 11:00 p.m. There are no guarantees that checked in trucks will be loaded Tuesday evening. Full load trucks should schedule their carrier to check in by 12:00 p.m. on Wednesday, April 17th.*

As the Official Service Contractor for this exposition, we are enclosing various equipment rental and service order forms for your information and use. In addition to the Genesis Exposition Services forms, you will find forms enclosed for services performed by the Convention facility and other suppliers. Please give special attention to see that Genesis forms and only payments are directed to 10801 Plantside Drive, Louisville, KY 40299. Some services may *not* be provided by Genesis Exposition Services, LLC.

We realize that exhibiting in a convention can be complicated. If you need assistance or additional information that is not addressed here, please contact our Exhibitor Services Department at (502) 266-5101. We look forward to serving you.

Genesis Exposition Services, LLC

#### **WAYS TO ORDER:**

##### **Mail Forms To:**

Genesis Exposition Services  
10801 Plantside Drive  
Louisville, Kentucky 40299

##### **Fax Forms To:**

(502) 266-5102

##### **Email Forms To:**

[orders@genexpo.com](mailto:orders@genexpo.com)

##### **Call:**

(502) 266-5101

**Online at :** <http://online.gen-expo.com>

*(Must use credentials provided by Genesis via email.)*

Remit to:



10801 Plantside Drive, Louisville, Kentucky 40299-2419  
Telephone: 502.266.5101 Fax: 502.266.5102  
Email: [orders@genexpo.com](mailto:orders@genexpo.com)

## Ultra Beauty FLC #8582-24 Included Booth Equipment

### Booth Equipment

#### Standard Booth Packages:

##### First Timer Tabletop Exhibits

- 1 - 7" x 44" Booth ID Sign
- 2 - Side Chairs
- 1 - 8' x 30" Black Skirted Table
- 1 - Wastebasket

##### Get Sparked Booths

- Standard Silver booth drape,  
8' high back wall drape  
& 3' high side rails
- 1 - 7" x 44" Booth ID Sign
- 2 - Side Chairs
- 1 - 8' x 30" Black Skirted Table
- 1 - Wastebasket
- 1 - 10' x 10' Tuxedo Carpet

##### 10' x 10' Inline/Perimeter

- Standard Silver booth drape,  
8' high back wall drape  
& 3' high side rails
- 1 - 7" x 44" Booth ID Sign
- 2 - Side Chairs
- 1 - 8' x 30" Black Skirted Table
- 1 - Wastebasket
- 1 - 10' x 10' Tuxedo Carpet

##### 10' x 20' or Larger Inline/ Perimeter Booths

- Standard Silver booth drape,  
8' high back wall drape  
& 3' high side rails
- 1 - 7" x 44" Booth ID Sign
- 2 - Side Chairs
- 1 - 8' x 30" Black Skirted Table
- 1 - Wastebasket
- 1 - 10' x 20' / 10' x 30' Tuxedo Carpet

#### 20' x 20' Island/Peninsula or Larger Bulk Areas:

##### 20' x 20' or Larger Peninsula

- Shared 8' high Silver back wall booth drape  
used to divide from adjoining peninsula booth
- 1 - 7" x 44" Booth ID Sign
- NO chairs, tables, wastebaskets or carpet included**

##### 20' x 20' or Larger Island

- 1 - 7" x 44" Booth ID Sign ONLY  
(Must be picked up at onsite Service Desk)
- NO chairs, tables, wastebaskets or carpet included**

*\*Please note that color substitutions for provided carpet and/or skirted tables are not allowed. If a different color is preferred, it must be ordered separately on the appropriate order forms included in this ESM at the exhibitors expense. Booth ID signs consist of your company name printed in standard black text on 7" x 44" white cardstock for identification of your booth space.*

#### Complimentary Lunches with Booth Purchase

Each Brand Partner at the Expo will receive lunch vouchers valid for lunch in a designated area of the Expo Hall. Voucher allocations are as follows:

- 2 Vouchers - First Timer Tabletop Exhibits & Get Sparked Booths
- 4 Vouchers - 10x10, 10x20, and 10x30
- 6 Vouchers - 20x20 and 20x30
- 10 Vouchers - 20x40, 20x60, 30x30, 30x40, 30x50

\*Please go to the OCCC Online Ordering System to order any additional lunches you may need over and above the allocations for your booth size.

Remit to:



10801 Plantside Drive, Louisville, Kentucky 40299-2419

Telephone: 502.266.5101 Fax: 502.266.5102

Email: [orders@genexpo.com](mailto:orders@genexpo.com)

**Ulta Beauty FLC #8582-24**

**Exhibitor Appointed Contractor  
Notification Form**

*Deadline to Return this Form:*

**Friday, March 1, 2024**

# Ulta Beauty FLC

## EXHIBITOR APPOINTED CONTRACTOR NOTIFICATION FORM

An Exhibitor Appointed Contractor (EAC) is a contractor hired by an exhibitor to perform trade show services independently of the show management appointed Official Contractor (Genesis Exposition Services) or the facility.

Exhibitors who choose to use EACs must complete this form and comply with the EAC responsibilities and the show regulations. You are required to use this form ONLY if you are planning to have an Independent Exhibitor Appointed Contractor install and/or dismantle your exhibit. Please refer to the following pages for Rules and Regulations and Diagram Requirements.

For insurance and security reasons, the Official Contractor (Genesis) and the facility must be used for the following services: drayage and cleaning (Genesis); electrical, air, water & drainage, telephone, Internet, catering, sign hanging / rigging and security (Facility).

**Exhibiting**

**Company:** \_\_\_\_\_ **Booth Number:** \_\_\_\_\_ **Booth Size:** \_\_\_\_\_

**Name of Exhibitor Appointed Contractor:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City, State, Zip:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Outline of Services to be provided by EAC:** \_\_\_\_\_

I have read the Rules & Regulations that accompany this form and have notified our EAC of the same. By signing below, we the Exhibiting Company, as well as our EAC, agree to adhere to the Rules and Regulations. We further understand that our EAC is required to submit a copy of this form and a certificate of insurance to Show Management, Maritz, and the Official Contractor, Genesis Exposition Services, by the deadline date shown above. Failure to submit the required EAC notification form and insurance certificate may result in the EAC being denied permission to service my exhibit. Show Management, Maritz, also requires your booth diagram to be submitted for approval no later than **Friday, March 1, 2024**. Please submit all necessary documents and diagrams to the attention of Cheryl Smith at [cheryl.smith@maritz.com](mailto:cheryl.smith@maritz.com).

\_\_\_\_\_  
*Print Name of Exhibiting Company Representative*

\_\_\_\_\_  
*Signature*

\_\_\_\_\_  
*Date*

Remit to:



10801 Plantside Drive, Louisville, Kentucky 40299-2419

Telephone: 502.266.5101 Fax: 502.266.5102

Email: [orders@genexpo.com](mailto:orders@genexpo.com)

**Ulta Beauty FLC #8582-24**

**Exhibitor Appointed  
Contractor  
Rules & Regulations**

## Ulta Beauty FLC

### POLICY REGARDING THE OFFICAL SERVICE CONTRACTOR

Show Management, acting on behalf of all exhibitors and in the best interest of the exposition, has appointed Genesis Exposition Services as the Official Service Contractor to perform and provide necessary services and equipment.

The Official Service Contractor is appointed to:

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

The Official Service Contractor (or facility) will provide all usual trade show service, including labor. Exceptions are:

- Supervision may be provided by the Exhibitor, and
- The Exhibitor may appoint an outside independent contractor for installation and dismantle only of the Exhibitor's display.

### RULES & REGULATIONS REGARDING EXHIBITOR APPOINTED CONTRACTORS

Exhibitors may employ the service of independent contractors to supervise the installation and dismantle of their display, providing that the Exhibitor and the Exhibitor Appointed Contractor (EAC) comply with the following Rules and Regulations:

1. The Exhibitor, in writing, must notify Show Management and Genesis Exposition Services of their intention to utilize an independent contractor no later than the given deadline date, furnishing the name, address and telephone number of the firm. Letters as such from independent contractors are neither valid nor acceptable.
2. Only the Exhibitor-named independent contractor's employees will be authorized on the show floor. Employees of third parties named or subcontracted by the Exhibitor-named independent contractor will not be authorized admittance on the show floor unless those employees are named and badged as specified in the following article.
3. The independent contractor must furnish Show Management and Genesis Exposition Services with the names of all on-site employees who will be working on the exposition floor prior to the first move-in day and see that they have and wear at all times identification badges supplied by the independent contractor containing the independent contractor name, employee name, and Exhibitor company name, plus wear an exhibitor work pass supplied by Show Management.
4. The independent contractor must have all business licenses, permits and Worker's Compensation insurance required by the State and City government and the Convention Center Management prior to commencing work and shall provide Show Management and Genesis Exposition Services with evidence of compliance.
5. The independent contractor must carry a minimum of \$1,000,000.00 in Commercial General Liability Insurance and shall provide Show Management and Genesis Exposition Services with a certificate of insurance showing coverages and amounts and naming the sponsor, Genesis Exposition Services and Convention Center as coinsured.
6. The independent contractor must follow the scheduled work times or pay any additional costs incurred because of extended work hours.
7. The independent contractor may not solicit business on the exhibit floor.
8. The independent contractor must confine its operation to the exhibit area of its clients. No service desks, storage areas or other work facilities will be located anywhere else in the building. The show aisles and public spaces are not part of the Exhibitor's booth space.
9. The independent contractor must comply with all labor agreements and practices and must not commit or allow to be committed by persons in its employment any acts that could lead to work stoppages, strikes or labor problems.
10. The exhibiting firm is primarily responsible for the payment of charges. In the event you have arranged for an EAC to handle your display and the payment for all services, we will agree to the third party payment if they supply the appropriate credit card information on the Payment Authorization Form. Advance payment in full must accompany order including estimated labor and drayage charges. Additionally, both exhibiting company and EAC representative must sign acceptance of the following statement: All unpaid balances will be collected from EAC representative in advance with order or at show site before services can be rendered. We understand and agree that we, the exhibiting firm, are primarily responsible for payment of charges. In the event the named EAC fails to pay; all charges will be paid by the exhibiting company on demand.
11. For services such as electrical, plumbing, telephone, booth cleaning and drayage, and hanging signs, no contractor or supplier other than the Official Service Contractor/Supplier 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 that is to be used in their exhibit space.



# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT:** If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER	CONTACT NAME:	
	PHONE (A/C, No. Ext):	FAX (A/C, No):
	E-MAIL ADDRESS:	
	INSURER(S) AFFORDING COVERAGE	NAIC #
INSURED	INSURER A :	
	INSURER B :	
	INSURER C :	
	INSURER D :	
	INSURER E :	
	INSURER F :	

**COVERAGES**

CERTIFICATE NUMBER:

REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
	<b>COMMERCIAL GENERAL LIABILITY</b> <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:						EACH OCCURRENCE \$ DAMAGE TO RENTED PREMISES (Ea occurrence) \$ MED EXP (Any one person) \$ PERSONAL & ADV INJURY \$ GENERAL AGGREGATE \$ PRODUCTS - COMP/OP AGG \$ \$
	<b>AUTOMOBILE LIABILITY</b> <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS NON-OWNED AUTOS ONLY <input type="checkbox"/> HIRED AUTOS ONLY						COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
	<b>UMBRELLA LIAB</b> <input type="checkbox"/> OCCUR <b>EXCESS LIAB</b> <input type="checkbox"/> CLAIMS-MADE DED RETENTION \$						EACH OCCURRENCE \$ AGGREGATE \$ \$
	<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N	N/A				PER STATUTE OTH-ER E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$

SAMPLE

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

**Additional Insured:**

- Genesis Exposition Services 10801 Plant Side Drive Louisville, KY 40299
- Maritz Global Events 1395 North Highway Drive Fenton, MO 63099
- Ulta, Inc, 1000 Remington Blvd, #120 Bolingbrook, IL 60440
- Orange County Convention Center, PO Box 691509, Orlando, FL 32869

**CERTIFICATE HOLDER****CANCELLATION**

Ulta, Inc 1000 Remington Blvd, #120 Bolingbrook, IL 60440	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.  AUTHORIZED REPRESENTATIVE
---	---

© 1988-2016 ACORD CORPORATION. All rights reserved.

Remit to:



10801 Plantside Drive, Louisville, Kentucky 40299-2419  
Telephone: 502.266.5101 Fax: 502.266.5102  
Email: [orders@genexpo.com](mailto:orders@genexpo.com)

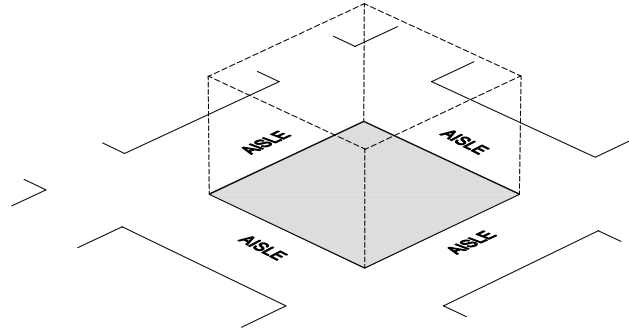
## Ultra Beauty FLC #8582-24 Booth Diagram Requirements

**\*\*\*Booth Diagram Deadline\*\*\*  
Friday, March 1, 2024**

Show management requires all booths to submit a booth diagram by **Friday, March 1, 2024**. This diagram will require booth orientation, as well as heights of all booth properties (including floor supported walls and anything you may wish to have hung from the ceiling) to help assist in the process of designing the final show floor plan.

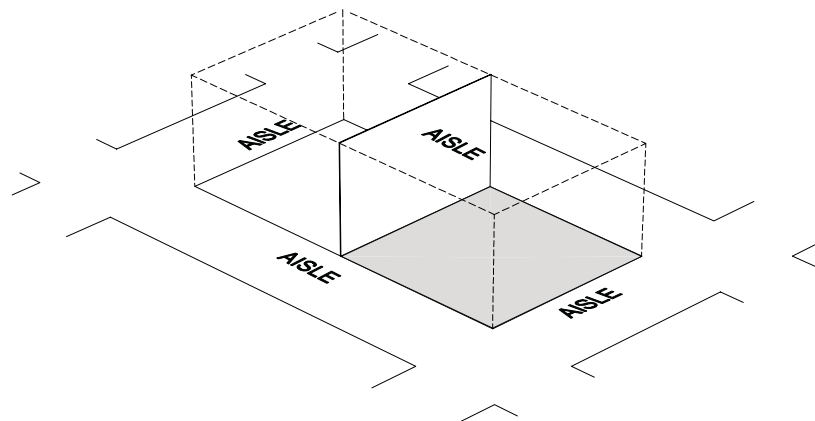
### Island Booths

An Island Booth is a booth 20' x 20' or larger with aisles on all four sides. The entire cubic content of this booth may be used, up to the maximum allowable height of 16' for floor supported display structures, without any back wall Line-of-Sight restrictions. The maximum allowable height for hanging signs is 20' from the floor to the top of the sign. Access to all four aisles must be maintained in an island booth, i.e. you may not erect a wall on any perimeter side of an island booth that runs the entire length of the booth. You must maintain a 5' aisle opening for access for every 20'.



### Peninsula Booths

Peninsula Booths are 20' x 20' or larger and share a common back wall with another Peninsula Booth that is separated with 8'h drapery. Peninsula booths are accessible on three sides only. The entire cubic content of this booth may be used, up to the maximum allowable height of 16' for floor supported display structures, without any back wall Line-of-Sight restrictions. The maximum allowable height for hanging signs is 20' from the floor to the top of the sign. If your back wall design exceeds the 8' height provided drapery, you are responsible for ordering the appropriate height drapery to cover the back side of your wall. No graphics may be visible on the back side of the common shared wall.



Diagrams must be submitted to Show Management, Maritz, no later than **Friday, March 1, 2024**. Please submit diagram to the attention of Cheryl Smith at [cheryl.smith@maritz.com](mailto:cheryl.smith@maritz.com).



Remit to:



10801 Plantside Drive, Louisville, Kentucky 40299-2419  
Telephone: 502.266.5101 Fax: 502.266.5102  
Email: [orders@genexpo.com](mailto:orders@genexpo.com)

## Ulta Beauty FLC #8582-24 Booth Diagram Requirements

**\*\*\*Booth Diagram Deadline\*\*\*  
Friday, March 1, 2024**

Show management requires all booths to submit a booth diagram by **Friday, March 1, 2024**. This diagram will require booth orientation, as well as heights of all booth properties (including floor supported walls and anything you may wish to have hung from the ceiling) to help assist in the process of designing the final show floor plan.

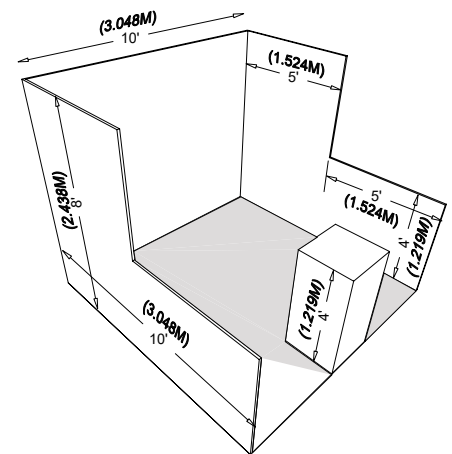
### Linear / Corner "In-Line" Booths

Linear Booths, also called "In-Line" booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle. A Corner Booth will have a neighboring exhibitor on only one side, with a cross aisle on the other.

The maximum height of 8 ft. is allowed only in the rear half of the booth space, with a 4 ft. height restriction imposed on all materials in the remaining space forward to the aisle, to avoid obstructing sight lines of neighboring exhibitors. When three or more Linear Booths are used in combination as a single exhibit space, the 4 ft. height limitation is applied only to that portion of exhibit space which is within 10 ft. of an adjoining booth.

Since the siderail drapery separating the booths is 3' tall, all exposed outer facing display sidewalls above the 3' ht. drapery, must be finished and can have no company logo or name graphics visible to immediately adjacent booths.

Hanging signs are not permitted in In-Line booths.

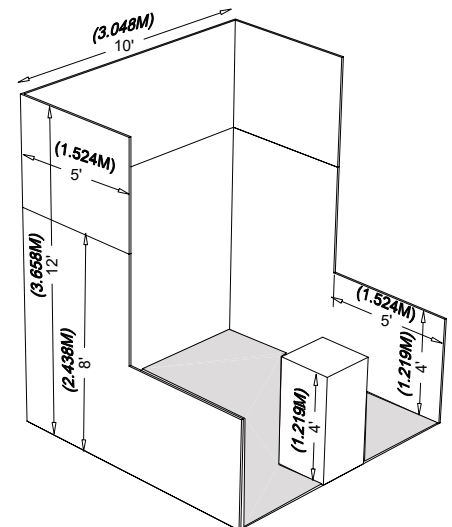


### Perimeter Booths

A Perimeter Booth is an In-Line Linear Booth that backs up to an outside wall of the exhibit facility rather than to another exhibit. As an In-Line Booth, the siderail drapery separating adjacent Perimeter booths is 3' tall, and the backwall drapery is 8' ht. The maximum height of 12 ft. is allowed only in the rear half of the booth space, with a 4 ft. height restriction imposed on all materials in the remaining space forward to the aisle, to avoid obstructing sight lines of neighboring exhibitors. When three or more Linear Booths are used in combination as a single exhibit space, the 4 ft. height limitation is applied only to that portion of exhibit space which is within 10 ft. of an adjoining booth.

Since the siderail drapery separating the booths is 3' tall, all exposed outer facing display sidewalls above the 3' ht. drapery, must be finished and can have no company logo or name graphics visible to immediately adjacent booths. Should your backwall display exceed the 8' ht. back drapery and be visible to other common areas, if your display is unfinished, you may be required to order the appropriate height drapery to cover the unfinished portion of the back side of your wall.

Hanging signs are not permitted in In-Line booths.



Diagrams must be submitted to Show Management, Maritz, no later than **Friday, March 1, 2024**. Please submit diagram to the attention of Cheryl Smith at [cheryl.smith@maritz.com](mailto:cheryl.smith@maritz.com).



# Linear Booth

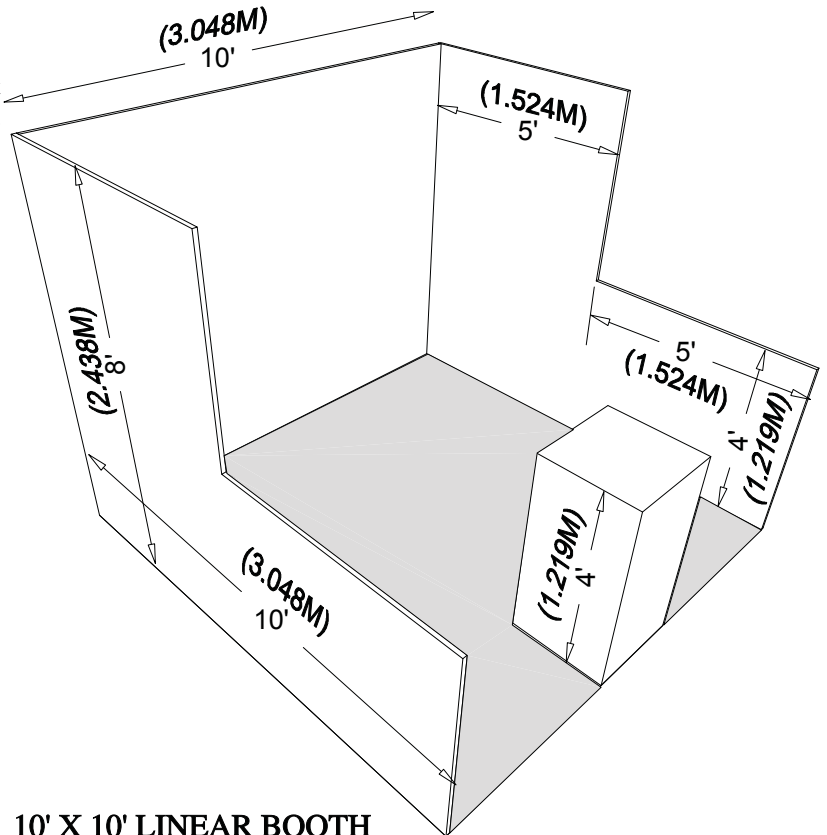
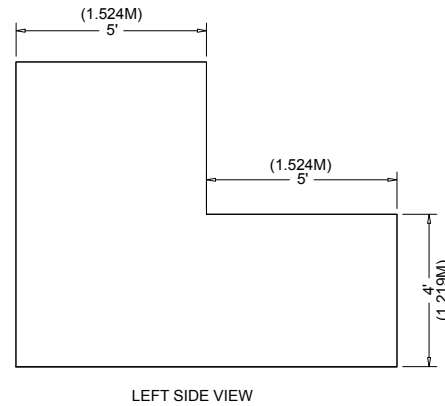
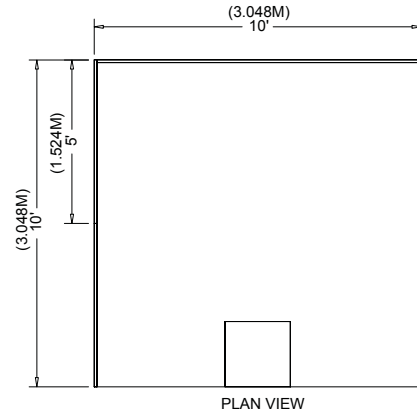
Linear Booths, also called “in-line” booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.

## Dimensions

For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10ft (3.05m) has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10ft (3.05m) wide and 10ft (3.05m) deep, i.e. 10ft by 10ft (3.05m by 3.05m). A maximum back wall height limitation of 8ft (2.44m) is generally specified.

## Use of Space

Regardless of the number of Linear Booths utilized, e.g. 10ft by 20ft (3.05m by 6.10m), 10ft by 30ft (3.05m by 9.14m), 10ft by 40ft (3.05m by 12.19m), etc. display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8ft (2.44m) is allowed only in the rear half of the booth space, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. (See Line-of-Sight exception on page 8.) Note: When three or more Linear Booths are used in combination as a single exhibit space, the 4ft (1.22m) height limitation is applied only to that portion of exhibit space which is within 10ft (3.05m) of an adjoining booth.

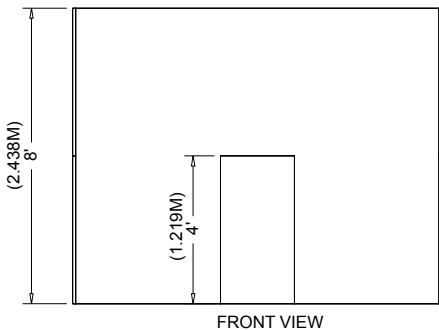


10' X 10' LINEAR BOOTH

*\*Hanging Signs are not permitted above linear/corner linear booths.*

# Corner Booth

A Corner Booth is a Linear Booth at the end of a series of in-line booths with exposure to intersecting aisles on two sides. All other guidelines for Linear Booths apply.



FRONT VIEW

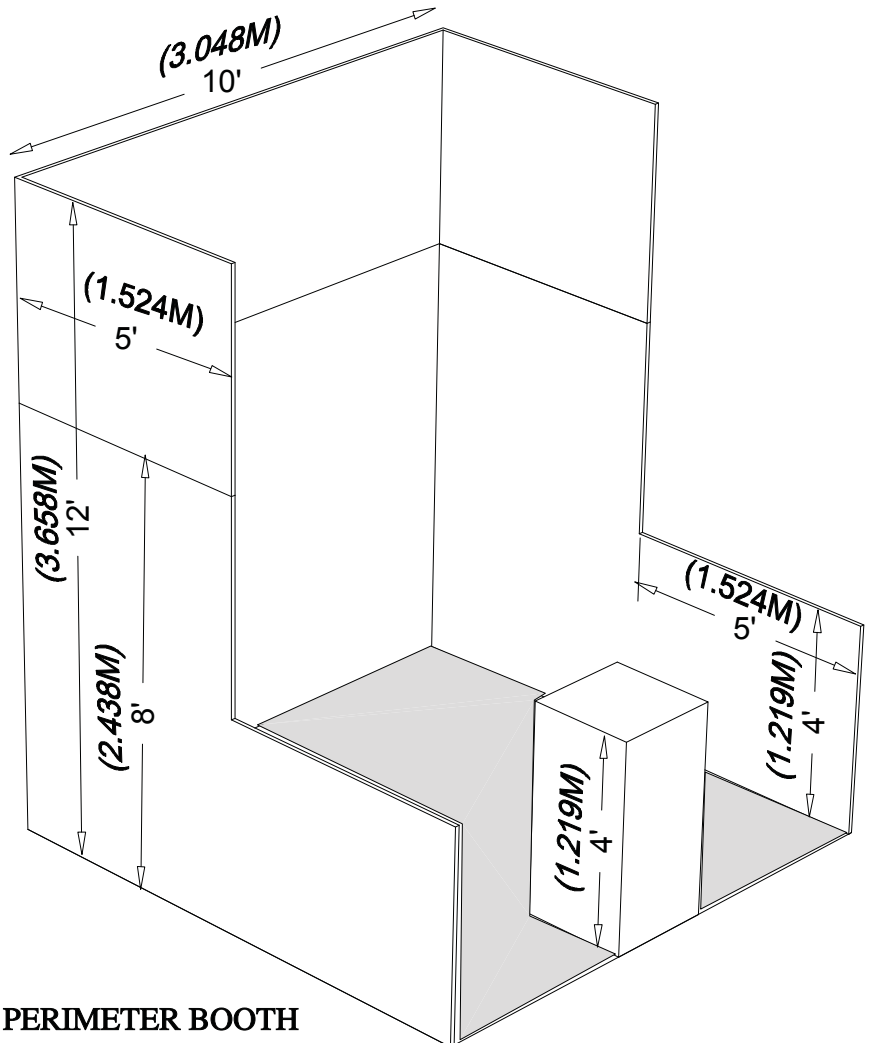
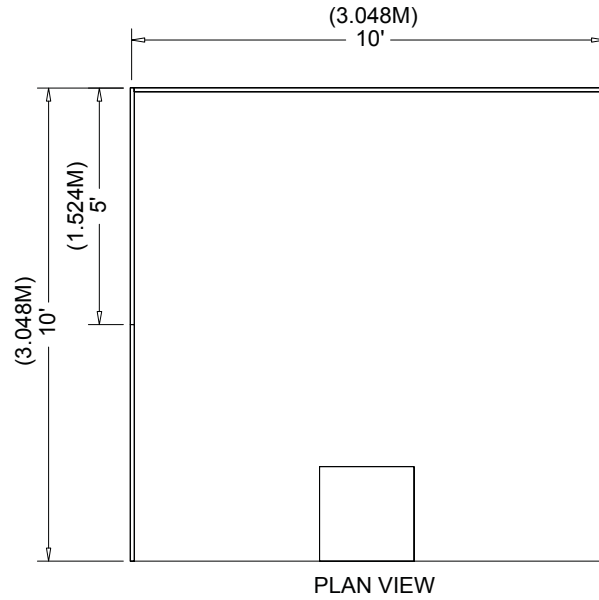
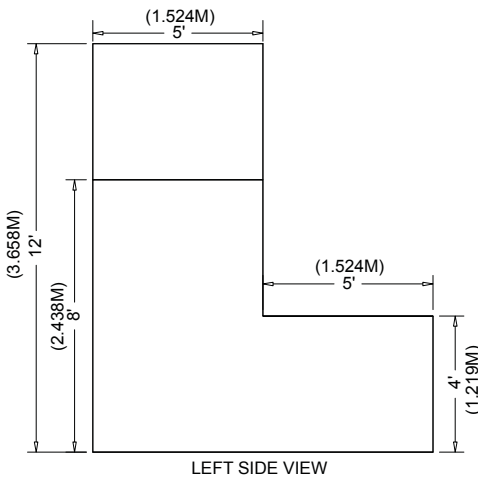
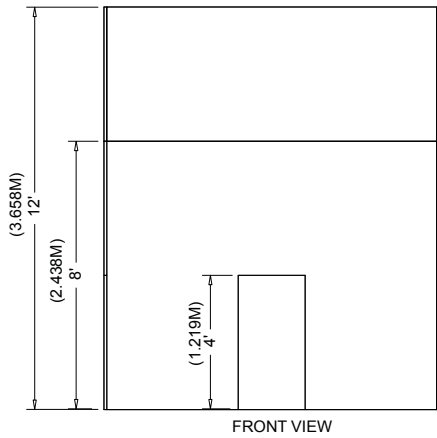
# Perimeter Booth

A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit.

## Dimensions and Use of Space

All guidelines for Linear Booths apply to Perimeter Booths except that the typical maximum back wall height is 12ft (3.66m).

\*Hanging Signs are not permitted above perimeter booths.



# Island Booth

An Island Booth is any size booth exposed to aisles on all four sides.

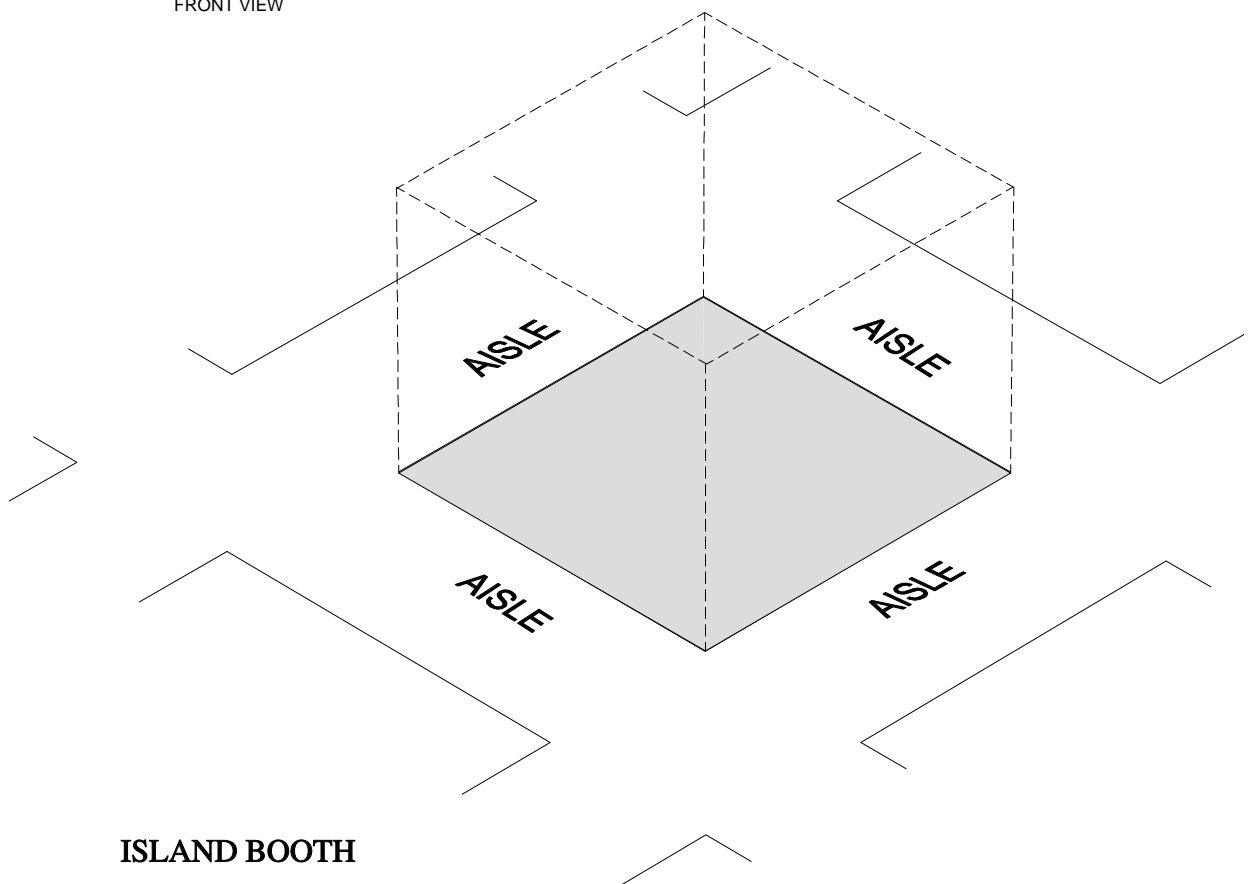
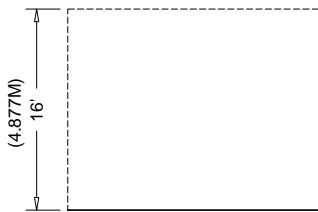
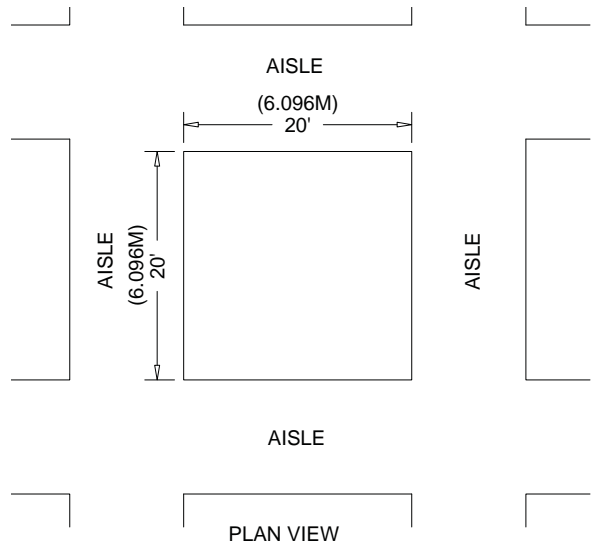
## Dimensions and Use of Space

An Island Booth is typically 20ft by 20ft (6.10m by 6.10m) or larger, although it may be configured differently.

The entire cubic content of the space may be used up to the maximum allowable height of 16ft (4.88m) for floor supported display structures. The maximum allowable height for hanging signs is 20ft (6.09m) from the floor to the top of the sign.

Access to all four aisles must be maintained in an island booth,

i.e. you may not erect a wall on any perimeter side of an island booth that runs the entire length of the booth. You must maintain a 5' aisle opening for access for every 20'.

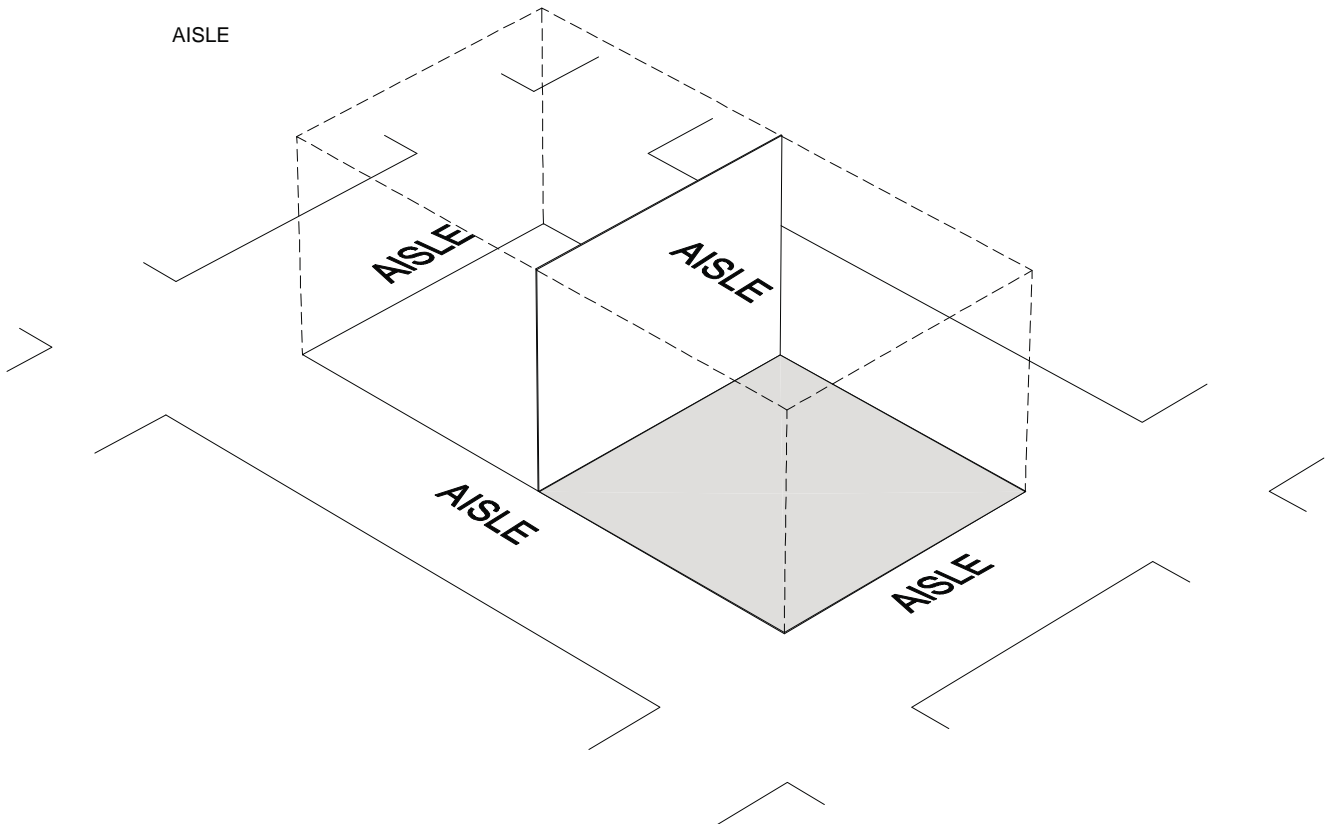
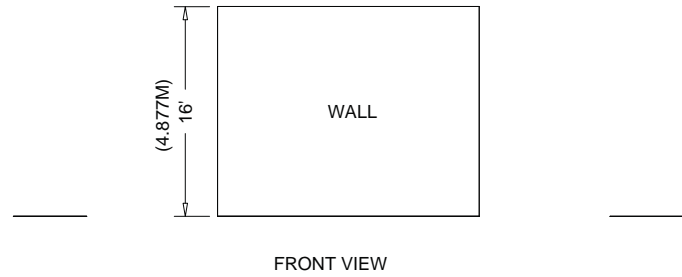
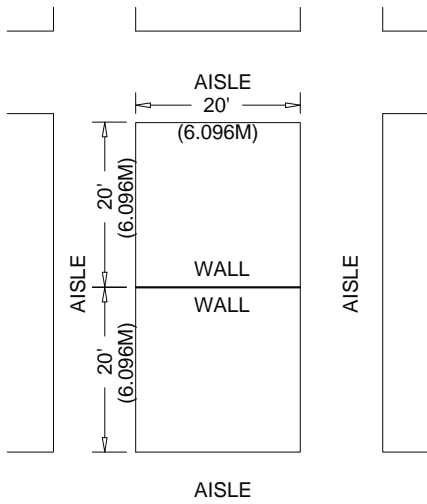
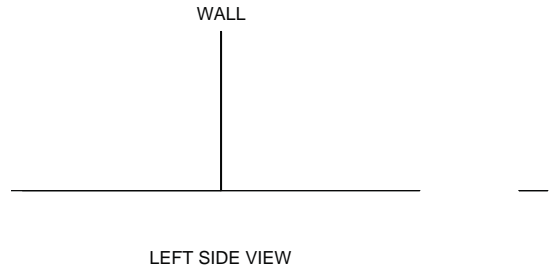


# Peninsula

A Split Island Booth is a Peninsula Booth which shares a common back wall with another Peninsula Booth and are accessible from three sides. The entire cubic content of this booth may be used, up to the maximum allowable height, without any back wall Line-of-Sight restrictions.

However, if your back wall design exceeds the 8' height provided drapery, you are responsible for ordering the appropriate height drapery to cover the back side of your wall. No graphics may be visible on the back side of the common shared wall.

The maximum allowable height is 16ft (4.88m) for floor supported display structures. The maximum allowable height for hanging signs is 20ft (6.09m) from floor to the top of the sign.



## Issues Common To All Booth Types

### Americans with Disabilities Act (ADA)

All exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA), and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line (800) 514-0301, and from the ADA website at [www.ada.gov](http://www.ada.gov). Some examples of how to design an exhibit for ADA compliance:

- Make exhibits wheelchair accessible by ramping raised exhibit flooring without extending a ramp into the aisle. Note: a standard wheelchair ramp should have a grade no steeper than 1:12. This means that for every inch of rise (change in height), there should be 12 inches of run (change in length)
- Ramp the entry or use hydraulic lifts to trailer exhibits
- Avoid double-padded plush carpet to ease mobility device navigation
- Provide the same attendee experience on both levels of a two-story exhibit
- Offer a signer or other auxiliary hearing-impaired apparatus for sound presentations or have a printed copy of the presentation available
- Run an audio presentation for people with sight problems
- Arrange touch screen displays at a height to accommodate a person sitting in a wheelchair

To avoid heavy fines by the U. S. Department of Justice, exhibitors must adhere to the ADA rules. Exhibits are not exempt from ADA compliance.

### Structural Integrity

All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers, or installation/dismantling equipment, such as fork lifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Refer to local building codes that regulate temporary structures.

It is recommended that all 20ft by 20ft (6.10m by 6.10m) and over exhibits require a drawing, plans or renderings, preferably digital, to be submitted to the show organizer, and to the show's general service contractor.

Exhibitors should ensure that any display fixtures such as tables, racks, or shelves are designed and installed properly to support the product or marketing materials to be displayed.

### Flammable and Toxic Materials

All materials used in display construction or decorating should be made of fire retardant materials and be certified as flame retardant. Samples should also be available for testing. Materials that cannot be treated to meet the requirements should not be used. A flame-proofing certificate should be available for inspection. Exhibitors should be aware of local regulations regarding fire/safety and environment which must be adhered to.

Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the Environmental Protection Agency and the facility.

### Storage

Fire regulations in most exhibit facilities prohibit storing product, literature, empty packing containers, or packing materials behind back drapes or under draped tables. In most cases, however, exhibitors may store a limited supply of literature or product appropriately within the booth area, so long as these items do not impede access to utility services, create a safety problem, or look unsightly.

## Issues Common To All Booth Types *(continued)*

### Electrical

Every exhibit facility has different electrical requirements. However, minimum guidelines are suggested:

- All 110-volt wiring should be grounded three-wire.
- Wiring that touches the floor should be “SO” cord (minimum 14-gauge/three-wire) flat cord, which is insulated to qualify for “extra hard usage.”
- Cord wiring above floor level can be “SJ” which is rated for “hard usage.”
- Using zip cords, two-wire cords, latex cords, plastic cords, lamp cords, open clip sockets, and two-wire clamp-on fixtures is not recommended and is often prohibited. Cube taps should be prohibited.
- Power strips (multi-plug connectors) should be UL approved, with built-in over-load surge protectors.

### Lighting

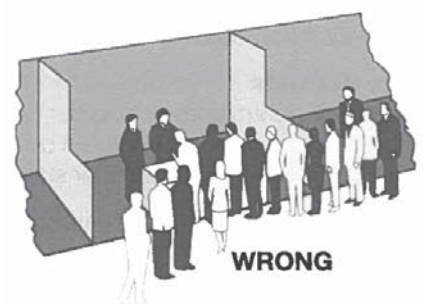
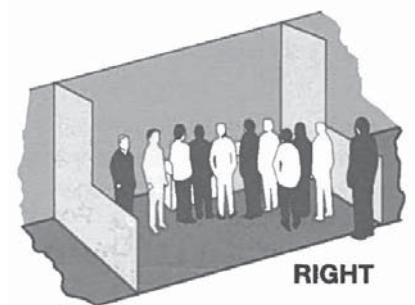
Exhibitors should adhere to the following suggested minimum guidelines when determining booth lighting:

- No lighting, fixtures, lighting trusses, or overhead lighting are allowed outside the boundaries of the exhibit space. Exhibitors intending to use hanging light systems should submit drawings to exhibition management for approval.
- Lighting, including gobos, should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or exhibition aisles.
- Lighting that is potentially harmful, such as lasers, ultraviolet lights or flashing or strobe lights that can trigger photosensitive epilepsy should comply with facility rules and be approved in writing by exhibition management.
- Lighting that spins, rotates, pulsates, and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event.
- LED lights can be very bright yet generally generate less heat.
- Currently, some convention facilities are not allowing certain types of quartz halogen lighting fixtures in exhibits due to potential fire hazards. Check with exhibition management.
- Reduced lighting for theater areas should be approved by the exhibition organizer, the utility provider, and the exhibit facility.

### Demonstrations

As a matter of safety and courtesy to others, exhibitors should conduct sales presentations and product demonstrations in a manner which assures all exhibitor personnel and attendees are within the contracted exhibit space and not encroaching on the aisle or neighboring exhibits. It is the responsibility of each exhibitor to arrange displays, product presentation, audio visual presentations, and demonstration areas to ensure compliance. Exhibitors should be aware of local regulations regarding fire/safety and environment which must be adhered to.

Special caution should be taken when demonstrating machinery or equipment that has moving parts, cooking equipment with an open flame, or any product that is otherwise potentially dangerous. Exhibitors should establish a minimum setback of 3ft (.91m) and/or install hazard barriers as necessary to prevent accidental injury to spectators. Additionally, demonstrations should only be conducted by qualified personnel.



## Issues Common To All Booth Types *(continued)*

### **Sound/Music**

In general, exhibitors may use sound equipment in their booths so long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. Rule of thumb: Sound and noise should not exceed 85 decibels when measured from the aisle immediately in front of a booth. (Refer to OSHA at [www.osha.gov](http://www.osha.gov) for more information.)

Exhibitors should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. ASCAP, BMI, and SESAC are three authorized licensing organizations that collect copyright fees on behalf of composers and publishers of music.

### **Vehicles**

**Vehicles:** Rules vary depending on the facility, but generally it is required that vehicles on display have no more than one fourth tank of gas. The filler cap should be sealed and the batteries disconnected. External chargers are usually recommended for demonstration purposes. Keys should always be surrendered to show management while participating in an exhibition or event.



Remit to:



10801 Plantside Drive, Louisville, Kentucky 40299-2419  
Telephone: 502.266.5101 Fax: 502.266.5102

Email: [orders@genexpo.com](mailto:orders@genexpo.com)

Ultra Beauty FLC #8582-24

# Payment Authorization Form

THIS FORM MUST BE COMPLETED & RECEIVED WITH  
YOUR ORDER AND PAYMENT BY DEADLINE DATE

**Discount Deadline Date: Wednesday, March 13, 2024**

## 1 Exhibiting Company Information:

Booth Number \_\_\_\_\_ Booth Size \_\_\_\_\_

Company Name \_\_\_\_\_

Street Address \_\_\_\_\_

City, State & Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

E-Mail \_\_\_\_\_

Print Name \_\_\_\_\_

Signature \_\_\_\_\_

## EAC Third Party Billing:

(Please note that the Exhibiting company is ultimately responsible for all charges)

Company Name \_\_\_\_\_

Street Address \_\_\_\_\_

City, State & Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

E-Mail \_\_\_\_\_

Print Name \_\_\_\_\_

Signature \_\_\_\_\_

The exhibiting firm is primarily responsible for the payment of charges. In the event you have arranged for an exhibit house or other party to handle your display and the payment for all services, we will agree to this third party payment if they supply the appropriate credit card information below. Advance payment in full must accompany order including estimated labor and drayage charges. Additionally, both exhibiting company and third party representative must sign acceptance of the following statement: All unpaid balances will be collected from third party representative in advance with order or at show site before services can be rendered. We understand and agree that we, the exhibiting firm, are primarily responsible for payment of charges. In the event the named third party fails to pay; all charges will be paid by the exhibiting company on demand.

## 2 Order Summary:

<b>SERVICES:</b>	Material Handling Order Form, Booth Shipping Labels & Maps (6 total pages - Pay Estimated Cost - Not taxable)	Total \$
	Install / Dismantle Display Labor Order Form (2 total pages - Pay Estimated Cost - Not taxable)	Total \$
	In-Booth Forklift w/Operator Order Form (Pay Estimated Cost - Not taxable)	Total \$
	Cleaning Service Order Form (Not taxable)	Total \$
	Additional Labor Request Order Form (Pay Estimated Cost - Not taxable)	Total \$
	<b>Non-taxable Total \$</b>	
<b>RENTALS:</b>	Displays & Accessories Rental Order Forms (3 total pages w/ brochure)	Subtotal \$
	Furniture & Accessories Rental Order Form (3 total pages w/brochure)	Subtotal \$
	Carpet Rental Order Form (2 total pages w/ brochure)	Subtotal \$
	Custom Furniture Rental Order Forms (87 total pages w/ brochure, subtotal of all 16 order forms combined)	Subtotal \$
	Custom Graphics Order Form	Subtotal \$
	Floral Rental Order Form	Subtotal \$
	<b>Taxable Total \$</b>	
	<i>Add FL State Sales Tax at 6.5% \$</i>	
	<b>Credit Card Processing Fee for orders totalling over \$5K -</b>	<b>Fee applied to Complete "Order Total" \$</b>
	<i>(3% for Visa &amp; MasterCard, 3.5% for American Express)</i>	
	<b>Order Grand Total \$</b>	

## 3 Payment Policy, Authorization & Terms:

**PAYMENT POLICY:** Advance charges may be paid by company check but credit card information is required for hassle-free ordering of additional services on-site. All outstanding balances will be charged to your credit card. At the conclusion of the show a complete invoice will be prepared and sent to you reflecting all charges and payments. No credit will be given after close of event on items or services ordered but not received. Any issues you may have with any equipment or services ordered need to be addressed on-site at the Genesis Exposition Services exhibitor services center prior to show closing. No checks drawn on a foreign bank will be accepted, nor will checks marked "Payable in U.S. Funds". Please issue on a U.S. Bank or a U.S. Money Order or American Express International Money Order. **We will also accept Visa, Mastercard and American Express charges for orders under \$5,000.00. For orders over \$5,000.00, we request that payment be made via company check or bank transfer prior to the discount deadline date. If you must pay for an order over \$5,000.00 via credit card, a 3% (Visa or MasterCard) to 3.5% (American Express) convenience fee will be applied to your order for processing.** Please indicate the appropriate charge account number and sign below. By providing your credit card #, you are authorizing Genesis to charge your card for all outstanding balances. A \$20.00 declined charge fee will be added to your account for any attempted credit card processings that are declined. If any checks are returned for insufficient funds, a \$40.00 returned check fee will be added to your account. **PAYMENT TERMS:** We require **100% payment** with order for service, tax, and anticipated freight. This form with your **credit card** information for payment of advance and show site orders must be forwarded to Genesis Exposition Services, LLC in order for us to provide any equipment or services. Full payment of rental charges must accompany your order forms and be received by our office before deadline to qualify for the discounted rates. **ALL** orders received after deadline (indicated on each form) will be charged at standard rates. A \$40.00 surcharge will be added to your account if any credit charges for services rendered are disputed by the cardholder and/or denied by the merchant. **COLLECTION TERMS:** Due upon receipt. Unpaid balance at the close of the show will accrue a service charge of .0575% per day, annual interest rate 21%. You will be responsible for all fees, including attorney's fees, connected with the collection of your accounts. By signing this form you are accepting the terms, conditions, and limits of liability as stated on various forms and agreements pertaining to services rendered by Genesis Exposition Services, LLC.

Visa     Mastercard     American Express     Check # \_\_\_\_\_ Amount \$ \_\_\_\_\_ Date: \_\_\_\_\_

Card # \_\_\_\_\_    Expiration Date \_\_\_\_\_    Security Code \_\_\_\_\_    (3 digits on reverse side of card, 4 digits on front of AMEX only.)

Print Cardmember Name \_\_\_\_\_    Card Holder Signature \_\_\_\_\_

Print Cardmember Billing Address \_\_\_\_\_

Street \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Please note: Incorrect or incomplete cardmember address information could result in the credit card being declined. All declined credit cards will result in a \$20.00 surcharge being added to your invoice.

Remit to:



10801 Plantside Drive, Louisville, Kentucky 40299-2419  
 Telephone: 502.266.5101 Fax: 502.266.5102  
 Email: [orders@genexpo.com](mailto:orders@genexpo.com)

Ultra Beauty FLC #8582-24

**Material Handling  
 Order Form**

*\*Please submit this form once your shipment(s) have been picked up by your carrier. The Payment Authorization Form with a Credit Card is required to be submitted by March 13, 2024 to hold on file for material handling charges once shipments have been received.*

**Advance Warehouse**

Ship To:	Class	Description	Price Per CWT	200# Min.
(YOUR COMPANY NAME) Genesis Expo. Services c/o FREEMAN 10088 General Drive Orlando, FL 32824 2024 Ultra Beauty FLC (YOUR BOOTH NO.) <u>Must Arrive Between:</u> March 11, 2024 thru April 9, 2024  <i>*Whse. receiving hours are from 8:00 AM to 3:30 PM,                      Monday - Friday with holidays excluded.</i>	A	Crated or skidded shipments via Common Carriers with certified weight tickets.	\$141.75	\$283.50
	B	Shipments via Van Lines or Specialized Carriers such as FedEx, UPS, US Mail, etc.	\$177.25	\$354.50
	C	Shipments requiring Special Handling, i.e. loose, uncrated or late to warehouse	\$212.75	\$425.50

**\* Direct to Show Site**

Ship To:	Class	Description	Price Per CWT	200# Min.
(YOUR COMPANY NAME) Genesis Expo. Services at Orange County Conv. Center c/o FREEMAN 9800 International Drive Orlando, FL 32819 Ultra Beauty FLC - West Halls D & E (YOUR BOOTH NUMBER) <u>Target Arrival For:</u> April 13th - 15th, 2024 (8:00 a.m. - 5:00 p.m.) <i>*Any shipments that arrive prior to April 13th will be refused.</i>	D	Crated or skidded shipments via Common Carriers with certified weight tickets.	\$136.50	\$273.00
	E	Shipments via Van Lines or Specialized Carriers such as FedEx, UPS, US Mail, etc.	\$170.75	\$341.50
	F	Shipments requiring Special Handling, i.e. loose, uncrated or early to site	\$204.75	\$409.50

**Material Handling Costs Calculation**

Shipments	Class	No. of Pieces	Estimated CWT's	Total Cost
EXAMPLE	D	6	636 lbs. = 7 CWT's x \$136.50 each =	\$955.50
#1				
#2				

*\*(If you have more than two shipments, copies of this form are accepted.)*

**Subtotal This Form: \$ \_\_\_\_\_**

Copy this subtotal to the **Payment Authorization Form**

**Payment Policy: Advance Discount:** To obtain the discount pricing, your order with full payment must be received by the deadline date published above. Any orders received before the deadline date without payment will be charged at the standard rates.

**Yes, I have reviewed the Payment Policy and enclosed the Payment Form.**  
 All orders are subject to the terms and conditions as outlined on the payment form.

**Booth Number:** \_\_\_\_\_

Company Name \_\_\_\_\_ Phone \_\_\_\_\_

Street Address \_\_\_\_\_ Fax \_\_\_\_\_

City / State / Zip \_\_\_\_\_ Print Name \_\_\_\_\_

Email \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

Remit to:



10801 Plantside Drive, Louisville, Kentucky 40299-2419  
Telephone: 502.266.5101 Fax: 502.266.5102  
Email: [orders@genexpo.com](mailto:orders@genexpo.com)

# Ultra Beauty FLC #8582-24 Inbound Shipment Manifest

*\*Please submit this form once your shipment(s) have been picked up by your carrier.  
The Payment Authorization Form with a Credit Card is required to be submitted by  
March 13, 2024 to hold on file for material handling charges once shipments have been received.  
Copies of this form are excepted if you have more than 5 inbound shipments.*

## Inbound Shipment Manifest

*If you are an EAC and plan to ONLY pay material handling for specific shipments, please be sure to complete & submit a separate manifest with third-party payment.*

Example

From:	City & State:	Shipped To:	# of Pcs.	Description <i>(Crates, Skids, Cartons, etc.)</i>	Est. Weight	Carrier	Tracking #
Genesis Expo. Svcs.	Louisville, KY	<input type="checkbox"/> Whse. <input checked="" type="checkbox"/> Show Site	6	2 crates, 2 skids, 1 black case & 1 carton	636	T-Force Freight	123-45-6789
		<input type="checkbox"/> Whse. <input type="checkbox"/> Show Site					
		<input type="checkbox"/> Whse. <input type="checkbox"/> Show Site					
		<input type="checkbox"/> Whse. <input type="checkbox"/> Show Site					
		<input type="checkbox"/> Whse. <input type="checkbox"/> Show Site					
		<input type="checkbox"/> Whse. <input type="checkbox"/> Show Site					

**Payment Policy: Advance Discount:** To obtain the discount pricing, your order with full payment must be received by the deadline date published above. Any orders received before the deadline date without payment will be charged at the standard rates.

Yes, I have reviewed the *Payment Policy* and enclosed the **Payment Form**.  
All orders are subject to the terms and conditions as outlined on the payment form.

**Booth Number:** \_\_\_\_\_

Company Name \_\_\_\_\_ Phone \_\_\_\_\_

Street Address \_\_\_\_\_ Fax \_\_\_\_\_

City / State / Zip \_\_\_\_\_ Print Name \_\_\_\_\_

Email \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

Remit to:



10801 Plantside Drive, Louisville, Kentucky 40299-2419  
Telephone: 502.266.5101 Fax: 502.266.5102  
Email: [orders@genexpo.com](mailto:orders@genexpo.com)

Ulta Beauty FLC #8582-24

## Material Handling Information Form

*Discount Deadline Date: Wednesday, March 13, 2024*

### MISCELLANEOUS DRAYAGE SERVICES / COST AND GENERAL INFORMATION

**SPECIAL SERVICES AND RATES** - (2201) Steel banding or (1039) shrink wrap for the packaging of displays and equipment is available at the Genesis service desk. Steel banding requires one laborer for a minimum of one hour labor charge at the prevailing rate, in addition to \$1.00 per linear foot of steel banding used. Shrink wrapping is \$125.00 for the first skid and \$100.00 per skid thereafter. (702) Fork lifts and drivers are available for particular spotting of equipment within your exhibit space after delivery to your exhibit space at prevailing rates for equipment and labor. Please order this service in advance, see "**Install & Dismantle Labor and In-Booth Forklift w/Operator Order Forms**". (9997) Mobile equipment will be moved into and out of the exhibit facility for \$ 125.00 per trip in/out. This service **MUST** be scheduled in advance - PLEASE CALL.

**COLLECT SHIPMENTS** may be refused or accepted at the option of Genesis Exposition Services. In cases where Genesis Exposition Services elects to receive such shipments, the responsible exhibitor or shipper will be notified immediately and payment in full for all charges due must be made to Genesis Exposition Services within 24 hours. A twenty-five percent (25%) special service surcharge will be added to the freight bill for handling any consignments under these conditions. A \$100.00 MINIMUM fee will apply to this service.

**HAULING TO OR FROM LOCAL FACILITIES** - (706) Local delivery/pick-up will be charged at prevailing rates; in addition to appropriate cwt. charges for drayage services rendered.

**INBOUND AND OUTBOUND TRAFFIC SCHEDULES** are the responsibility of Genesis Exposition Services, the Official Drayage Contractor. To assure orderly and expeditious handling of exhibit material into and out of the event facility, it is required that exhibitors, including local companies, clear all movement of exhibit material through the Drayage Contractor, who is prepared to handle local pickups and deliveries on a co-ordinated schedule. It is also recommended that in order to minimize congestion and comply with union requirements all shipments be channeled through the Official Drayage Contractor.

**OUTBOUND SHIPPING INSTRUCTIONS** should be given to Genesis Exposition Services at the Service desk during the Exposition or immediately after its close. If outbound shipping information is available prior to show commencement, forward instructions to Genesis Exposition Services. All bills of lading and shipping instructions covering out-bound shipments will be checked at the time of actual loading and corrections made where discrepancies exist. Freight remaining on the exhibit floor without proper instructions for disposition will be removed by the Drayage Contractor and shipped with the information available at the time. Under no circumstances will the Drayage Contractor be liable for shipping errors subsequent to the convention unless it has received specific written instructions and has failed to honor them.

**DAMAGE TO EXHIBITS** while they are being loaded, unloaded or conveyed to the various booths or common carrier by the Drayage Contractor will be its responsibility. The Drayage Contractor WILL NOT be responsible for damage to materials improperly packed, concealed damage, loss or theft of exhibitor's materials after same have been delivered to the booth, or before materials have been picked up for loading out of the booth. In any case, the liability of the Drayage Contractor is limited to \$ .10 per pound/per article, with a maximum of \$ 50.00 per item, and a maximum of \$ 1,000.00 per shipment. The shipper is encouraged to make arrangements with its insurance carrier if values of articles or shipments are in excess of those stated above.

**EXHIBITS LOSS OR DISAPPEARANCE** Genesis Exposition Services and its subcontractors are not, and cannot be, responsible for loss or disappearance of the material of the exhibitor after such material has been delivered to the Exhibitor's booth. Relative to inbound shipments, there may be a lapse of time between the delivery of shipment(s) to the applicable booth by Genesis Exposition Services or its subcontractors, and the arrival of Exhibitor's representative at the booth. During such time the shipment(s) will be left unattended in the booth. Genesis Exposition Services and its subcontractors shall not be responsible for any loss or damage that may occur during such period.

Similarly, Genesis Exposition Services Company and its subcontractors cannot be responsible for loss or disappearance of Exhibitor's material before Exhibitor's material is picked up from the Exhibitor's booth for loading after the exhibition. All bills of lading covering outgoing shipments that are given to Genesis Exposition Services by the Exhibitor will be checked at the time of pick-up from the booth, and corrections will be made at such time if discrepancies exist. Relative to outgoing shipments, it is possible that there will be a lapse of time between the completion of the packing and the pick up of material from the booths for loading onto a carrier, and during such time the shipment(s) will be left unattended in the booth. Genesis Exposition Services and its subcontractors shall not be responsible of any loss or damage that may occur during such period. Genesis Exposition Services and its subcontractors will adjust the quantities of items on any bill of lading submitted to Genesis Exposition Services or its subcontractors to conform to the actual count of such items in the booth at the time of pick-up and shipment.

**DISPUTES** In the event of any dispute between an Exhibitor and Genesis Exposition Services relative to any loss of or damage to such Exhibitor's material, such Exhibitor shall not be entitled to and shall not withhold payment of any amount due to Genesis Exposition Services for any services provided by Genesis Exposition Services as any offset against the amount of any alleged loss or damage. Instead, such Exhibitor shall pay Genesis Exposition Services within thirty days from the close of the exhibition to which Exhibitor's shipment(s) relates for all service, and such Exhibitor shall pursue any claim against Genesis Exposition Services independently as a completely separate transaction to be resolved on its own merits. No claims for loss or damage will be considered until payment in full for all services performed by Genesis Exposition Services has been received.

**INSURANCE** Exhibitors are urged to carry all-risk floater insurance covering their materials against damage, loss, theft and all hazards from the time shipment is made prior to the show until shipments are returned after the show.

**Payment Policy: Advance Discount:** To obtain the discount pricing, your order with full payment must be received by the deadline date published above. Any orders received before the deadline date without payment will be charged at the standard rates.

**Yes, I have reviewed the Payment Policy and enclosed the Payment Form.**  
All orders are subject to the terms and conditions as outlined on the payment form.

**Booth Number:** \_\_\_\_\_

Company Name \_\_\_\_\_ Phone \_\_\_\_\_

Street Address \_\_\_\_\_ Fax \_\_\_\_\_

City / State / Zip \_\_\_\_\_ Print Name \_\_\_\_\_

Email \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

# RUSH

## CONVENTION EXHIBIT MATERIAL

**FROM:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### ADVANCED WAREHOUSE ONLY

*Must Arrive Between: March 11, 2024 thru April 9, 2024*

**To:** \_\_\_\_\_

**Genesis Exposition Services c/o FREEMAN  
10088 General Drive  
Orlando, FL 32824  
Attn: Ulta Beauty FLC**

**Booth #** \_\_\_\_\_ **#** \_\_\_\_\_ **of** \_\_\_\_\_ **total pieces**

# RUSH

## CONVENTION EXHIBIT MATERIAL

**FROM:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### ADVANCED WAREHOUSE ONLY

*Must Arrive Between: March 11, 2024 thru April 9, 2024*

**To:** \_\_\_\_\_

**Genesis Exposition Services c/o FREEMAN  
10088 General Drive  
Orlando, FL 32824  
Attn: Ulta Beauty FLC**

**Booth #** \_\_\_\_\_ **#** \_\_\_\_\_ **of** \_\_\_\_\_ **total pieces**

# RUSH

## CONVENTION EXHIBIT MATERIAL

**FROM:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Direct to Show Site**

*Target Arrival for: April 13th - 15th, 2024*

To: \_\_\_\_\_

**Genesis Exposition Services at  
Orange County Convention Center c/o FREEMAN  
9800 International Drive  
Orlando, FL 32819  
Attn: Ulta Beauty FLC - West Halls D & E**

Booth # \_\_\_\_\_ # \_\_\_\_\_ of \_\_\_\_\_ total pieces

# RUSH

## CONVENTION EXHIBIT MATERIAL

**FROM:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Direct to Show Site**

*Target Arrival for: April 13th - 15th, 2024*

To: \_\_\_\_\_

**Genesis Exposition Services at  
Orange County Convention Center c/o FREEMAN  
9800 International Drive  
Orlando, FL 32819  
Attn: Ulta Beauty FLC - West Halls D & E**

Booth # \_\_\_\_\_ # \_\_\_\_\_ of \_\_\_\_\_ total pieces

## ATTENTION EXHIBITORS:

We hope the 2024 Ulta Beauty Field Leadership Conference is a success for your company and we thank you for allowing Genesis Exposition Services to be of service to you. The following is information that will assist you with your outbound shipping on Tuesday, April 16th.

The conference will be closing on Tuesday, **April 16<sup>th</sup> at 4:30 p.m.** At that time Genesis will be rolling up the aisle carpet and begin return of all empty containers that have been stored for you during the show. Please allow 3-4 hours for all empties to be delivered back to booths.

### -OUTBOUND SHIPPING INSTRUCTIONS-

**OUTBOUND SHIPPING IS NOT AN AUTOMATIC PROCESS.** Regardless of your carrier and in addition to any paperwork that may have been provided by your carrier, **ALL** outbound shipments ***must*** have a Genesis Bill of Lading completed by the exhibitor. This includes all FedEx and UPS shipments. These bills of lading will be available on Monday, April 15<sup>th</sup> at the Exhibitor Service Desk located in the back of the exhibit hall. Once your freight is packed and ready to load, you **must turn in** your completed bill of lading to the Genesis Service Desk prior to your departure.

You may use the carrier of your choice for your outbound shipping. Our official carrier is TForce Freight (formerly known as UPS Freight). A TForce Freight Representative will be onsite at the Genesis Service Desk on Monday afternoon if you have any questions, or for rate quotes. If you choose not to use TForce Freight and wish to use another carrier, **it is your responsibility to contact that carrier and schedule a pick up for your freight.** This includes UPS and FedEx. If you are using TForce Freight, you do not need to contact them since they are our official show carrier and will be onsite.

**All outside carriers for small outbound shipments must be checked in at the loading docks by 8:30 PM on Tuesday, April 16<sup>th</sup> and we will load trucks until 11:00 PM. There are no guarantees that checked in trucks will be loaded Tuesday evening. Full load trucks should schedule their carrier to check in by 12:00 PM on Wednesday, April 17<sup>th</sup>. OUTBOUND SHIPMENTS FOR ANY CARRIERS THAT HAVE NOT CHECKED IN BY 12:00 PM WEDNESDAY, APRIL 17<sup>TH</sup>, WILL BE RECONSIGINED VIA TFORCE FREIGHT.**

\*\*\*Please Note: If you are shipping out via UPS or FedEx, you will need to be sure that you have the appropriate labels / call tags on your shipment, in addition to completing and turning in a Genesis bill of lading to the Genesis Service Desk. Neither carrier will pick up freight without their labels on each piece of your shipment.

The Following is information your outside carrier will need when they check into the loading docks for pick-up:

2024 Ulta Beauty Field Leadership Conference  
Your Company Name & Booth Number

#### **Show Site Address:**

Orange County Convention Center – West Halls D & E  
9800 International Drive  
Orlando, FL 32819

Once your booth is completely packed and your bill of lading is turned into the Service Desk, your driver will then be directed to a specific dock to be loaded. If your driver has any questions, please have them contact us at 502-266-5101.



Remit to:



10801 Plantside Drive, Louisville, Kentucky 40299-2419  
 Telephone: 502.266.5101 Fax: 502.266.5102  
 Email: [orders@genexpo.com](mailto:orders@genexpo.com)

# Ulta Beauty FLC #8582-24 Install / Dismantle Display Labor Order Form

**Discount Deadline Date: Wednesday, March 13, 2024**

**Cancellation:** Cancellation *within 48 hours* of scheduled start will be charged a 1-hour minimum per man at the applicable hourly rate. Cancellations must be received in writing.  
**Late Request:** Requests after deadline will be filled as available.

## Labor Policies, Terms & Conditions

Exhibitors can save time by electing to have Genesis Exposition Services supervise the installation of exhibits prior to the exhibitor's arrival and/or after the exhibitor's departure by completing the Supervision Information Fact Sheet. All Genesis supervised jobs will be completed at our discretion prior to show opening and before the hall must be cleared, after the close of the show.

This form is **NOT** intended for the ordering of unloading/loading services. For information and cost relative to unloading and reloading your display, please see the Material Handling/Drayage Information and Service Order Form enclosed in this Service Manual.

**NOTE:** Your company is encouraged to carry insurance covering potential damages or loss associated with your display. Genesis Exposition Services assumes no liability for loss, damage or bodily injury arising out of the installation and/or dismantling of Exhibitor's property by Genesis-provided labor. Exhibitor assumes the responsibility, and any liability arising therefrom, for the work performed by Genesis labor under Exhibitor's supervision. In any case, the liability of Genesis Exposition Services will be limited to a maximum of 50% of the total labor bill, not to exceed \$1000.

<b>Straight Time</b>	Monday - Friday, 8:00 a.m. - 5:00 p.m.
<b>Overtime</b>	Monday - Friday, 5:00 p.m. - Midnight. In addition, any hours worked on non-published move-in / move-out days will be charged at overtime, with a 5-hour minimum charge.
<b>Double Time</b>	Monday - Saturday, Midnight - 8:00 a.m., all day Sundays & Holidays.

- There is a 1-hour minimum charge per person ordered, with billing in 1-hour increments thereafter.
- Exhibit representative must check in at service desk to pick up labor, as well as check the labor back in at the service desk upon completion of work (unless Genesis Supervision is ordered).
- Failure to pick up labor at time requested will result in a 1-hour per person no-show charge.
- Every attempt will be made to provide labor at the time requested, however, start time guaranteed only at start of work day.
- When scheduling dismantle labor, be sure to allow sufficient time for empty containers to be returned to your booth.

## Labor Rates

Item	Item Description	Straight Time	Overtime	Double Time
1017	Customer Supervised - Install Display Labor	\$120.75 per hr. / per person	\$181.25 per hr. / per person	\$241.50 per hr. / per person
1019	Customer Supervised - Dismantle Display Labor	\$120.75 per hr. / per person	\$181.25 per hr. / per person	\$241.50 per hr. / per person
1016	Genesis Supervised - Install Display Labor ( 2-person minimum ) *Must complete the Supervision Factsheet	\$157.00 per hr. / per person	\$235.75 per hr. / per person	\$314.00 per hr. / per person
1018	Genesis Supervised - Dismantle Display Labor ( 2-person minimum ) *Must complete the Supervision Factsheet	\$157.00 per hr. / per person	\$235.75 per hr.	\$314.00 per hr. / per person

## Labor Order & Calculation of Costs

Item #	Date Requested	Day of Week	Time Requested	# of People Requested	Est. S/T hrs. per person	Est. O/T hrs. per person	Est. D/T hrs. per person	Total Hours x Rate ( ___ # of People x ___ # of Hrs. = ___ Total Hours x Rate )	Estimated Cost
<i>Example</i> 1017	1/2	Fri.	3 AM PM	2	2	1		4 Total S/T Hours x \$ 120.75 = \$ 483.00	
								2 Total O/T Hours x \$ 181.25 = \$ 362.50	
								Total D/T Hours x \$	= \$
								Total S/T Hours x \$	= \$
								Total O/T Hours x \$	= \$
			AM PM					Total S/T Hours x \$	= \$
								Total O/T Hours x \$	= \$
								Total D/T Hours x \$	= \$

(If you have more than one labor order, please use the "Additional Labor Request Form" attached.)

Supervisor will be: \_\_\_\_\_

**Subtotal = \$** \_\_\_\_\_

Cell Phone: \_\_\_\_\_

Copy this subtotal to the **Payment Authorization Form**

**Payment Policy: Advance Discount:** To obtain the discount pricing, your order with full payment must be received by the deadline date published above. Any orders received before the deadline date without payment will be charged at the standard rates.

**Yes, I have reviewed the Payment Policy and enclosed the Payment Form.**  
 All orders are subject to the terms and conditions as outlined on the payment form.

**Booth Number:** \_\_\_\_\_

Company Name \_\_\_\_\_ Phone \_\_\_\_\_

Street Address \_\_\_\_\_ Fax \_\_\_\_\_

City / State / Zip \_\_\_\_\_ Print Name \_\_\_\_\_

Email \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

Remit to:



10801 Plantside Drive, Louisville, Kentucky 40299-2419

Telephone: 502.266.5101 Fax: 502.266.5102

Email: [orders@genexpo.com](mailto:orders@genexpo.com)

## Genesis Supervised Labor Information Fact Sheet

*\*Please note that completion of this form is not necessary if someone from your company will be present to supervise your requested labor.*

Only when provided the complete information requested below will we be able to install/dismantle your booth in a timely fashion. Lack of this information may result in costly delays and/or damages to your booth due to improper installation or packing, for which we will not be held responsible. Failure to provide the information requested will result in this order being processed as a *customer supervised* installation/dismantle. *(Copies of this form are acceptable if you have multiple inbound/outbound shipment.)*

### Inbound Freight Information

**Ship To:**

(YOUR COMPANY NAME)

Genesis Expo. Svcs. c/o FREEMAN

10088 General Drive

Orlando, FL 32824

Ultra Beauty FLC - *(Description: Sign, booth)*

(YOUR BOOTH NUMBER)

**Must Arrive Between:**

**March 11, 2024 thru April 9, 2024**

Copy of Bill of Lading Attached

Carrier: \_\_\_\_\_ Ship Date: \_\_\_\_\_

Shipped By: \_\_\_\_\_ City & State: \_\_\_\_\_

Weight: \_\_\_\_\_ Tracking Number: \_\_\_\_\_

Number of Pieces: \_\_\_\_\_ Estimated Arrival Date: \_\_\_\_\_

Description/Color of Case(s)/Crate(s): \_\_\_\_\_

### Required Installation / Dismantle Information

Packing List of all materials shipped including crate/case numbers. Also include copies of inbound Bill(s) of Lading if possible.

Complete set-up instructions.

Set-up drawings/pictures, including front view, top view, and side view. If your booth is a bulk area, please provide an overview showing the location of neighboring booths. Also, please include a listing of all graphics and their placement on these diagrams.

Packing instructions for the proper re-packing of all booth properties.

Contact name and 24-hour emergency phone number: \_\_\_\_\_

All of the above requested Installation / Dismantle information is included within the exhibit shipment.

### Outbound Freight Information

T Force Freight is the official show carrier. If you choose to use a carrier other than T Force Freight, you are responsible for scheduling the pick-up. **All freight carriers (other than the official carrier, T Force Freight) must be checked into the loading docks no later than 8:30 PM on Tuesday, April 16th for small outbound shipments and by 12:00 PM on Wednesday, April 17th for full truck loads.**

**CARRIER SCHEDULED:** \_\_\_\_\_ **SCHEDULED PICK-UP DATE & TIME:** \_\_\_\_\_

**Ship To:**

Company Name: \_\_\_\_\_

Address 1: \_\_\_\_\_

Address 2: \_\_\_\_\_

City: \_\_\_\_\_ St: \_\_\_\_\_ Zip: \_\_\_\_\_

Attn: \_\_\_\_\_ Phone: \_\_\_\_\_

**Bill Freight Charges To:** *(Complete only if different than ship to address)*

Company Name: \_\_\_\_\_

Address 1: \_\_\_\_\_

Address 2: \_\_\_\_\_

City: \_\_\_\_\_ St: \_\_\_\_\_ Zip: \_\_\_\_\_

Attn: \_\_\_\_\_ Phone: \_\_\_\_\_

**If any of your outbound shipping information changes, please notify us as soon as possible. Genesis Exposition Services will not be responsible for shipments shipped out incorrectly.**

Company Name \_\_\_\_\_ Phone \_\_\_\_\_

Street Address \_\_\_\_\_ Fax \_\_\_\_\_

City / State / Zip \_\_\_\_\_ Print Name \_\_\_\_\_

Email \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

Remit to:



10801 Plantside Drive, Louisville, Kentucky 40299-2419

Telephone: 502.266.5101 Fax: 502.266.5102

Email: [orders@genexpo.com](mailto:orders@genexpo.com)

# Ultra Beauty FLC #8582-24

## Additional Install / Dismantle Display Labor Request

**Discount Deadline Date: Wednesday, March 13, 2024**

**Cancellation:** Cancellation *within 48 hours* of scheduled start will be charged a 1-hour minimum per man at the applicable hourly rate. Cancellations must be received in writing.  
**Late Request:** Requests after deadline will be filled as available.

The Additional Labor Request Order Form is to be used as a continuation of your labor requests from one of the prior labor order forms. For labor codes, pricing, policies, terms and conditions, please refer to the appropriate form. If you require more than twelve labor orders, copies of this form are acceptable.

### Labor Order & Calculation of Costs

Item #	Date Requested	Day of Week	Time Requested	# of People Requested	Est. S/T hrs. per person	Est. O/T hrs. per person	Total Hours x Rate ( ___ # of People x ___ # of Hrs. = ___ Total Hours x Rate )	Estimated Cost
			AM				Total S/T Hours x \$	= \$
			PM				Total O/T Hours x \$	= \$
			AM				Total S/T Hours x \$	= \$
			PM				Total O/T Hours x \$	= \$
			AM				Total S/T Hours x \$	= \$
			PM				Total O/T Hours x \$	= \$
			AM				Total S/T Hours x \$	= \$
			PM				Total O/T Hours x \$	= \$
			AM				Total S/T Hours x \$	= \$
			PM				Total O/T Hours x \$	= \$
			AM				Total S/T Hours x \$	= \$
			PM				Total O/T Hours x \$	= \$
			AM				Total S/T Hours x \$	= \$
			PM				Total O/T Hours x \$	= \$
			AM				Total S/T Hours x \$	= \$
			PM				Total O/T Hours x \$	= \$
			AM				Total S/T Hours x \$	= \$
			PM				Total O/T Hours x \$	= \$
			AM				Total S/T Hours x \$	= \$
			PM				Total O/T Hours x \$	= \$
			AM				Total S/T Hours x \$	= \$
			PM				Total O/T Hours x \$	= \$

(If you have more than twelve labor orders, please make copies of this form.)

Supervisor will be: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

Subtotal = \$ \_\_\_\_\_

Copy this subtotal to the **Payment Authorization Form**

**Payment Policy: Advance Discount:** To obtain the discount pricing, your order with full payment must be received by the deadline date published above. Any orders received before the deadline date without payment will be charged at the standard rates.

**Yes, I have reviewed the Payment Policy and enclosed the Payment Form.**  
 All orders are subject to the terms and conditions as outlined on the payment form.

**Booth Number:** \_\_\_\_\_

Company Name \_\_\_\_\_ Phone \_\_\_\_\_

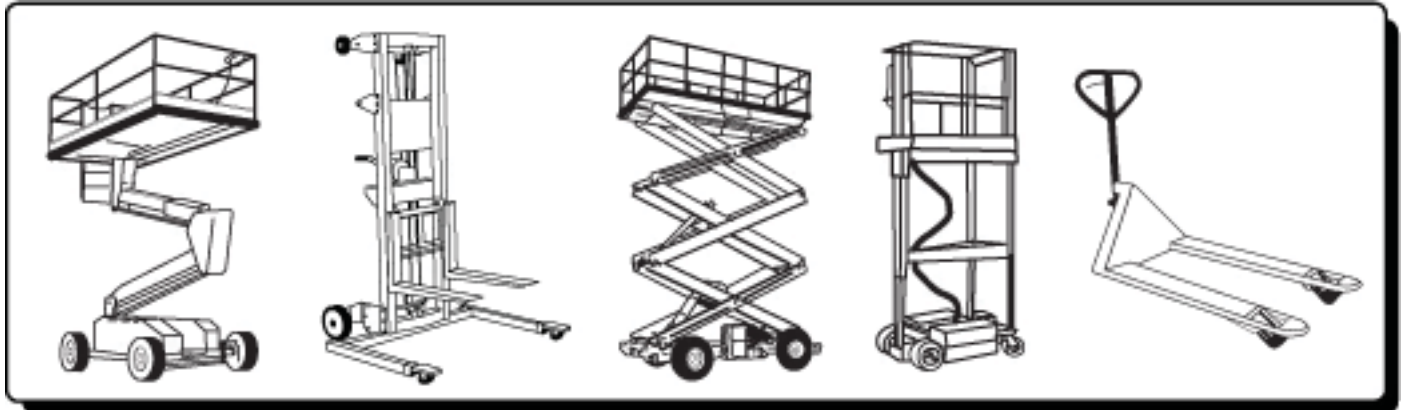
Street Address \_\_\_\_\_ Fax \_\_\_\_\_

City / State / Zip \_\_\_\_\_ Print Name \_\_\_\_\_

Email \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_



## ATTENTION ALL EXHIBITORS!



The operation or use of all motorized lifting equipment for installation of booth structures or signs is not permitted by exhibitors or their appointed contractors.

The operation or use of motorized or mechanical material handling equipment is not permitted by exhibitors or their appointed contractors. This also includes all mechanical scooters.

**ALL LIFTS, SCOOTERS, AND MOTORIZED EQUIPMENT MUST BE PROVIDED BY THE OFFICIAL SERVICE PROVIDER.**

Scooters and carts may only be used by the individuals to whom the scooters and carts are issued. Genesis equipment is for use by Genesis employees only. Please **do not** take it for your use.

Customer acknowledges that the show site and surrounding areas are active work zones. Customer, its agents, employees and representatives are present at their own risk.

Thank you for your complete cooperation.

**NEED ASSISTANCE? Please call Genesis Exposition Services at 502.266.5101**

Remit to:



10801 Plantside Drive, Louisville, Kentucky 40299-2419  
 Telephone: 502.266.5101 Fax: 502.266.5102  
 Email: [orders@genexpo.com](mailto:orders@genexpo.com)

# Ultra Beauty FLC #8582-24

## In-Booth Forklift w/Operator

### Labor Order Form

**Discount Deadline Date: Wednesday, March 13, 2024**

**Cancellation:** Cancellation *within 48 hours* of scheduled start will be charged a 1-hour minimum per man at the applicable hourly rate. Cancellations must be received in writing.  
**Late Request:** Requests after deadline will be filled as available.

#### Labor Policies, Terms & Conditions

If your exhibit includes large headers, overhanging structures, heavy machinery or display components (in excess of 70 pounds per person) which cannot be lifted in place by display labor, you will require a forklift w/ operator for your installation and dismantle. The forklift comes with one operator. If additional labor is required, they may be ordered with the Install and Dismantle Display Labor Order Form and will be billed at the published rates on that form. This form is not intended for the ordering of unloading/loading services. For information and cost relative to unloading and reloading your display, please see the Drayage Information and Service Order Form enclosed.

**NOTE:** Your company is encouraged to carry insurance covering potential damages or loss associated with your display. Genesis Exposition Services assumes no liability for loss, damage or bodily injury arising out of the installation and/or dismantling of Exhibitor's property by Genesis-provided labor. Exhibitor assumes the responsibility, and any liability arising therefrom, for the work performed by Genesis labor under Exhibitor's supervision. In any case, the liability of Genesis Exposition Services will be limited to a maximum of 50% of the total labor bill, not to exceed \$1000.

<b>Straight Time</b>	Monday - Friday, 8:00 a.m. - 5:00 p.m.
<b>Overtime</b>	Monday - Friday, 5:00 p.m. - Midnight. In addition, any hours worked on non-published move-in / move-out days will be charged at overtime, with a 5-hour minimum charge.
<b>Double Time</b>	Monday - Saturday, Midnight - 8:00 a.m., all day Sundays & Holidays.

- There is a 1-hour minimum charge per forklift w/operator ordered, with billing in 1-hour increments thereafter.
- Exhibit representative must check in at service desk to pick up labor, as well as check the labor back in at the service desk upon completion of work.
- Failure to pick up labor at time requested will result in a 1-hour per forklift w/operator no-show charge.
- Every attempt will be made to provide labor at the time requested, however, start time guaranteed only at start of work day.
- When scheduling dismantle labor, be sure to allow sufficient time for empty containers to be returned to your booth

#### Labor Rates

Item	Item Description	S/T	O/T	D/T
1005	Customer Supervised - Install - Forklift w/Operator - up to 5,000 lbs. weight capacity/maximum height 15'	\$250.75 per hr.	\$311.25 per hr.	\$371.50 per hr.
1007	Customer Supervised - Dismantle - Forklift w/Operator - up to 5,000 lbs. weight capacity/maximum height 15'	\$250.75 per hr.	\$311.25 per hr.	\$371.50 per hr.
1001	Customer Supervised - Install - 4-Stage Forklift w/Operator - up to 5,000 lbs. weight capacity/maximum height 20'	\$380.75 per hr.	\$441.25 per hr.	\$501.50 per hr.
1003	Customer Supervised - Dismantle - 4-Stage Forklift w/Operator - up to 5,000 lbs. weight capacity/maximum height 20'	\$380.75 per hr.	\$441.25 per hr.	\$501.50 per hr.
1004	Cage for Forklift, in addition to the cost of the forklift w/operator for actual hours used	\$63.00 per hr.	\$ 63.00 per hr.	\$ 63.00 per hr.
****	<i>All Genesis Supervised labor orders must be submitted with completed Genesis Supervision Factsheet</i>			

#### Labor Order & Calculation of Costs

Item #	Date Requested	Day of Week	Time Requested	# of People Requested	Est. S/T hrs. per person	Est. O/T hrs. per person	Est. D/T hrs. per person	Total Hours x Rate ( ___ # of People x ___ # of Hrs. = ___ Total Hours x Rate )	Estimated Cost
<i>Example</i> 1005	1/2	Fri.	3 AM	1	2	1		2 Total S/T Hours x \$ 250.75 = \$ 501.50	
			PM					1 Total O/T Hours x \$ 311.25 = \$ 311.25	
								Total D/T Hours x \$ = \$	
			AM					Total S/T Hours x \$ = \$	
			PM					Total O/T Hours x \$ = \$	
								Total D/T Hours x \$ = \$	
			AM					Total S/T Hours x \$ = \$	

Supervisor will be: \_\_\_\_\_

Subtotal = \$ \_\_\_\_\_

Cell Phone: \_\_\_\_\_

Copy this subtotal to the **Payment Authorization Form**

**Payment Policy: Advance Discount:** To obtain the discount pricing, your order with full payment must be received by the deadline date published above. Any orders received before the deadline date without payment will be charged at the standard rates.

Yes, I have reviewed the *Payment Policy* and enclosed the **Payment Form**.  
 All orders are subject to the terms and conditions as outlined on the payment form.

**Booth Number:** \_\_\_\_\_

Company Name \_\_\_\_\_ Phone \_\_\_\_\_

Street Address \_\_\_\_\_ Fax \_\_\_\_\_

City / State / Zip \_\_\_\_\_ Print Name \_\_\_\_\_

Email \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

Remit to:



10801 Plantside Drive, Louisville, Kentucky 40299-2419

Telephone: 502.266.5101 Fax: 502.266.5102

Email: [orders@genexpo.com](mailto:orders@genexpo.com)

# Ultra Beauty FLC #8582-24

## Additional In-Booth Forklift Labor Request Order

**Discount Deadline Date: Wednesday, March 13, 2024**

**Cancellation:** Cancellation *within 48 hours* of scheduled start will be charged a 1-hour minimum per man at the applicable hourly rate. Cancellations must be received in writing.  
**Late Request:** Requests after deadline will be filled as available.

The Additional Labor Request Order Form is to be used as a continuation of your labor requests from one of the prior labor order forms. For labor codes, pricing, policies, terms and conditions, please refer to the appropriate form. If you require more than twelve labor orders, copies of this form are acceptable.

### Labor Order & Calculation of Costs

Item #	Date Requested	Day of Week	Time Requested	# of People Requested	Est. S/T hrs. per person	Est. O/T hrs. per person	Total Hours x Rate ( ___ # of People x ___ # of Hrs. = ___ Total Hours x Rate )	Estimated Cost
			AM				Total S/T Hours x \$	= \$
			PM				Total O/T Hours x \$	= \$
			AM				Total S/T Hours x \$	= \$
			PM				Total O/T Hours x \$	= \$
			AM				Total S/T Hours x \$	= \$
			PM				Total O/T Hours x \$	= \$
			AM				Total S/T Hours x \$	= \$
			PM				Total O/T Hours x \$	= \$
			AM				Total S/T Hours x \$	= \$
			PM				Total O/T Hours x \$	= \$
			AM				Total S/T Hours x \$	= \$
			PM				Total O/T Hours x \$	= \$
			AM				Total S/T Hours x \$	= \$
			PM				Total O/T Hours x \$	= \$
			AM				Total S/T Hours x \$	= \$
			PM				Total O/T Hours x \$	= \$
			AM				Total S/T Hours x \$	= \$
			PM				Total O/T Hours x \$	= \$
			AM				Total S/T Hours x \$	= \$
			PM				Total O/T Hours x \$	= \$
			AM				Total S/T Hours x \$	= \$
			PM				Total O/T Hours x \$	= \$
			AM				Total S/T Hours x \$	= \$
			PM				Total O/T Hours x \$	= \$

(If you have more than twelve labor orders, please make copies of this form.)

Supervisor will be: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

Subtotal = \$ \_\_\_\_\_

Copy this subtotal to the **Payment Authorization Form**

**Payment Policy: Advance Discount:** To obtain the discount pricing, your order with full payment must be received by the deadline date published above. Any orders received before the deadline date without payment will be charged at the standard rates.

**Yes, I have reviewed the Payment Policy and enclosed the Payment Form.**  
 All orders are subject to the terms and conditions as outlined on the payment form.

**Booth Number:** \_\_\_\_\_

Company Name \_\_\_\_\_ Phone \_\_\_\_\_

Street Address \_\_\_\_\_ Fax \_\_\_\_\_

City / State / Zip \_\_\_\_\_ Print Name \_\_\_\_\_

Email \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_



Remit to:



10801 Plantside Drive, Louisville, Kentucky 40299-2419

Telephone: 502.266.5101 Fax: 502.266.5102

Email: [orders@genexpo.com](mailto:orders@genexpo.com)

Ulta Beauty FLC #8582-24

## Cleaning Service Order Form

**Discount Deadline Date: Wednesday, March 13, 2024**

**Cancellation:** Cancellation *after* the deadline will be at 25% of prevailing rate.

**Late Request:** Requests after deadline will be filled as available.

The cleaning services provided by the exhibit hall include only a general sweeping of the aisle. All rental carpets ordered from the Genesis Exposition Services are installed in clean condition. Any cleaning service required within your booth space for debris accumulated during set-up and exhibit hours should be ordered below.

### Booth Vacuuming

All rates are based on the total square footage of your exhibit space. (100 square foot minimum)

**Please check preference below:**

(901) ONCE Vacuum carpet and empty wastebaskets ONCE before opening of exhibit .....\$ .60 per sq. ft.

There will be an additional charge for cleaning carpets that are subjected to excessive wear and tear such as wood or metal shavings generated by demonstrations in the booth, food sampling, landscape, etc.

### Additional Services

(915) Periodical Porter Service, includes emptying wastebaskets and policing exhibit space  
at 2-hour intervals during show hours ..... \$ 362.50 Per day

**Please check preference below:**

ONCE --- Specify Day: \_\_\_\_\_ Date: \_\_\_\_\_

OTHER --- Specify Day(s) Date(s) \_\_\_\_\_

### Calculation of Cleaning Services Costs

\* Vacuuming: \_\_\_\_\_ ft. x ft. \_\_\_\_\_ = \_\_\_\_\_ sq. ft. (100 sq. ft. min.) x \_\_\_\_\_ per sq. ft. x \_\_\_\_\_ day(s) = \$ \_\_\_\_\_

\* Porter Service: \_\_\_\_\_ days x \$362.50 per day \_\_\_\_\_ = \$ \_\_\_\_\_

**Subtotal This Form: \$ \_\_\_\_\_**

**Please copy this subtotal to the  
Payment Authorization Form**

**Payment Policy: Advance Discount:** To obtain the discount pricing, your order with full payment must be received by the deadline date published above. Any orders received before the deadline date without payment will be charged at the standard rates.

**Yes, I have reviewed the Payment Policy and enclosed the Payment Form.**  
All orders are subject to the terms and conditions as outlined on the payment form.

**Booth Number:** \_\_\_\_\_

Company Name \_\_\_\_\_ Phone \_\_\_\_\_

Street Address \_\_\_\_\_ Fax \_\_\_\_\_

City / State / Zip \_\_\_\_\_ Print Name \_\_\_\_\_

Email \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_





HANGING SIGNS

Hanging signs are available for purchase in several distinct shapes and sizes.

These signs are composed of a number of aluminum poles that connect to create the individual shape. All designs utilize pillowcase style zippered graphics and are quality dye sub printed fabric.

The combination of the lightweight aluminum frame poles and the fabric graphic wrap allows for this banner's portability.

Single and double sided print options are available, All packages include framework of aluminum tubing, printed single-sided graphic (from your artwork), and is packaged in a Canvas Carrying case.

Call 502-266-5101 for availability and pricing.



Available Sizes:

3' ht. x 8' diameter    3' ht. x 12' diameter  
 4' ht. x 8' diameter    4' ht. x 12' diameter  
 4' ht. x 15' diameter    4' ht. x 20' diameter



Available Sizes:

3' ht. x 8' square    4' ht. x 8' square  
 4' ht. x 12' square    4' ht. x 15' square  
 5' ht. x 20' square



Available Sizes:

5' ht. x 14' diameter    5' ht. x 16' diameter  
 5' ht. x 20' diameter



Available Sizes:

3' ht. x 8' triangle    4' ht. x 10' triangle  
 4' ht. x 12' triangle    4' ht. x 15' triangle  
 5' ht. x 20' triangle

Remit to:



10801 Plantside Drive, Louisville, Kentucky 40299-2419  
Telephone: 502.266.5101 Fax: 502.266.5102  
Email: [orders@genexpo.com](mailto:orders@genexpo.com)

Ulta Beauty FLC #8582-24

## First Timer Tabletop Rental Display

**Discount Deadline Date: Friday, March 1, 2024**

Artwork Deadline: March 13, 2024 to receive discount pricing.

Cancellation Policy: Cancellation *after* order processing will be at 25% of prevailing rate. Cancellation *after* delivery and/or installation will be at 100% of prevailing rate.

### First Timer - Included Booth Equipment

First Timer Exhibits will be located in a designated area of the show floor and are only eligible for First Time FLC exhibitors. These booths will include the following equipment:

- 1 - Booth ID Sign
- 2 - Side Chairs
- 1 - 8' x 30" Black Skirted Table
- 1 - Wastebasket

First Timer exhibitors must utilize the provided table for displaying, as floor standing signage and/or exhibits are not permitted. If you interested, you are able to rent the following 8' Tabletop Display which can be customized with digital graphics.

### Tabletop Rental Display (optional)

Item #	Item Description	Qty	Discount	Standard	Total
4199	8' Standard Tabletop Display with Digital Graphic Header ONLY & solid white PVC panels.		\$ 2,048.00	\$ 3,072.00	
4199	8' Premium Tabletop Display with Digital Graphics on Header panel & all (5) wall panels.		\$ 3,098.00	\$ 4,647.00	

Please select desired skirt color for included 8' Table. Black will be provided if no skirt color is indicated below:

Black (04)       White (16)       Royal Blue (06)  
 Red (14)       Grey (09)

**Electrical or Utilities Under Carpet?**

Yes       No

**Graphic Submission Instructions**

Please upload your artwork to our website [www.genexpo.com](http://www.genexpo.com) by following the instructions found under the "Upload Artwork" tab. An EPS Vector format file, with all fonts converted to outline, is required as well as a hard copy with the order to receive custom graphics. If a Digital artwork for the ID Header is not received, your company name in standard black vinyl lettering on a white background will be provided. No refunds on artwork cancelled after production.

**8' Standard Tabletop Display Includes:**

- 1 - digitally printed header sign
- Solid white PVC panels
- 3 - Armlights
- 2 - 1M x 12" deep white shelves
- 1 - 8' Skirted Table

**Subtotal This Form: \$ \_\_\_\_\_**

Copy this subtotal to the **Payment Authorization Form** where **6.5% SALES TAX** will be calculated.

**Payment Policy: Advance Discount:** To obtain the discount pricing, your order with full payment must be received by the deadline date published above. Any orders received before the deadline date without payment will be charged at the standard rates.

**Yes, I have reviewed the Payment Policy and enclosed the Payment Form.**  
All orders are subject to the terms and conditions as outlined on the payment form.

**Booth Number:** \_\_\_\_\_

Company Name \_\_\_\_\_ Phone \_\_\_\_\_

Street Address \_\_\_\_\_ Fax \_\_\_\_\_

City / State / Zip \_\_\_\_\_ Print Name \_\_\_\_\_

Email \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

With several Genesis standard displays to choose from, selecting the size and configuration that meets your tradeshow needs is easy. Our modular displays are hassle-free because you pay no design fees, no shipping fees, and no repair or refurbishing fees. Plus, you may customize the panels and choose from a wide variety of accessories to create a unique exhibit that reinforces your brand and marketing efforts. All packages include rental, delivery, installation, and dismantling. For other custom displays, hanging signs, or graphics, please call your Genesis Customer Service Representative at 502.266.5101.

### FABRIC BACKWALL DISPLAYS

---



**Fabric Backwall Displays Include:**

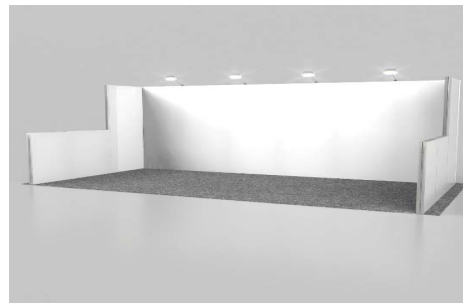
- 116.5" X 92.5" Custom Fabric Graphic (10' x 10')(Purchase)
- 233.5" X 92.5" Custom Fabric Graphic (10' x 20')(Purchase)
- Carrying Case for Graphic (Purchase)

- Rental Frame
- 3-Arm Lights (per 10' unit)
- Standard Carpet 10'x10' or 10'x20'

- Installation & Dismantle of Display
- Material Handling of Display

### PVC DISPLAYS WITH SIDEWALL RETURNS

---



**PVC Displays with Sidewall Returns Include:**

- Modular Structure with PVC panel inserts
- Header (10' only) and Backwall Graphics

- Standard Carpet 10'x10' or 10'x20'
- 3-Light Fixtures (10'x10') / 4-Arm Lights (10'x20')

- Installation & Dismantle of Display
- Material Handling of Display

### PVC DISPLAYS WITH SIDEWALL RETURNS & SHELVES

---



**PVC Displays with Low Returns & Shelving Include:**

- Modular Structure with PVC panel inserts
- Header (10' only) and Backwall Graphics
- 1M Cabinet with Front Panel Graphic

- 2M Cabinet (10'x20' only, with Front Panel Graphic)
- 3-Arm Lights (10'x10') / 4-Arm Lights (10'x20')
- 6- 1M White Shelves (15lb max per shelf)

- Standard Carpet 10'x10' or 10'x20'
- Installation & Dismantle of Display
- Material Handling of Display

Remit to:



10801 Plantside Drive, Louisville, Kentucky 40299-2419  
Telephone: 502.266.5101 Fax: 502.266.5102  
Email: [orders@genexpo.com](mailto:orders@genexpo.com)

# Ultra Beauty FLC #8582-24 Rental Displays & Accessories Order Form

**Discount Deadline Date: March 1, 2024**

**Artwork Deadline:** March 13, 2024 to receive discount pricing.

**Cancellation Policy:** Cancellation *after* order processing will be at 25% of prevailing rate. Cancellation *after* delivery and/or installation will be at 100% of prevailing rate.

<b>Fabric Backwall Displays</b>					
Item #	Item Description	Qty	Discount	Standard	Total
40001	10' Fabric Backwall Display		\$3,507.00	\$5,261.00	
40002	20' Fabric Backwall Display		\$6,615.00	\$9,923.00	

<b>PVC Displays with Sidewall Returns</b>					
Item #	Item Description	Qty	Discount	Standard	Total
40003	10' PVC Backwall Display w/ Sidewall Returns		\$5,035.00	\$7,553.00	
40004	20' PVC Backwall Display w/ Sidewall Returns		\$9,686.00	\$14,529.00	

<b>PVC Displays with Sidewall Returns &amp; Shelves</b>					
Item #	Item Description	Qty	Discount	Standard	Total
40005	10' PVC Backwall Display w/ Sidewall Returns & Shelves		\$7,088.00	\$10,632.00	
40006	20' PVC Backwall Display w/ Sidewall Returns & Shelves		\$11,498.00	\$17,247.00	

### **Indicate Carpet Color Choice**

Please select desired standard carpet color. Gray will be provided if no carpet color is indicated below:

- Black (04)       Royal Blue (06)       Grey (09)  
 Red (14)       Blue Jay (92)       Pepper (91)

### **Electrical or Utilities Under Carpet?**

- Yes       No

If yes, please submit a diagram indicating adjacent booth numbers to show orientation to insure proper placement before installing your exhibit.

If a diagram is not submitted and services are installed in the improper location, Genesis will not be held responsible and labor fees will be applied to dismantle/move the structure.

<b>Accessories</b>					
Item #	Item Description	Qty	Discount	Standard	Total
4021	1M x 8' Room PVC Wall Panel		\$410.00	\$615.00	
4022	1M Locking Door Unit		\$504.00	\$756.00	
4082	Halogen Arm Light - Black		\$113.00	\$170.00	
4071	Display Shelf, 1M x 12" deep		\$ 88.00	\$132.00	
4043	1M x 1/2M x 40"H Cabinet		\$529.00	\$794.00	
4044	2M x 1/2M x 40"H Cabinet		\$725.00	\$1,088.00	

### **Customizations**

PVC display sidewall returns, counters and countertops come in solid white, but can be upgraded with graphics for an additional cost.

All display structures can be customized with additional wall panels, storage (such as cabinets and/or lockable closet space) and accessories. Custom designs for booths 20' x 20' or larger are available upon request.

Please contact customer service at 502.266.5101 to discuss your display options and pricing based on your specific needs.

### **Artwork Submission**

Once your display order has been finalized and full payment received, you will receive a diagram outlining all graphic panel dimensions for creating your artwork. An EPS Vector format file, with all fonts converted to outline is required as well as a hard copy with the order to receive custom graphics.

Digital ID Signage is included with item #40003. If a Digital ID is not required, your company name in standard black lettering on a white background will be provided.

Please submit your artwork files by following the instructions found under the "Upload Artwork" tab on our website [www.genexpo.com](http://www.genexpo.com). Once processed, a graphic proof will be provided to you for final approval. No refunds on artwork cancelled after production.

**Subtotal This Form: \$ \_\_\_\_\_**

Copy this subtotal to the **Payment Authorization Form** where **6.5% SALES TAX** will be calculated.

**Payment Policy: Advance Discount:** To obtain the discount pricing, your order with full payment must be received by the deadline date published above. Any orders received before the deadline date without payment will be charged at the standard rates.

**Yes**, I have reviewed the *Payment Policy* and enclosed the **Payment Form**.  
All orders are subject to the terms and conditions as outlined on the payment form.

**Booth Number:** \_\_\_\_\_

Company Name \_\_\_\_\_ Phone \_\_\_\_\_

Street Address \_\_\_\_\_ Fax \_\_\_\_\_

City / State / Zip \_\_\_\_\_ Print Name \_\_\_\_\_

Email \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_



Chairs



105 - Padded Arm Chair



103- Padded Armless Chair



131- Padded Stool



101 - Plastic Side Chair



107 - Plastic Stool

Tables



201 - 24" Dia. x 30" High  
210 - 36" Dia. x 30" High



208 - 24" Dia. x 42" High  
225 - 36" Dia. x 42" High

Skirted Tables



223 - Table 4', Skirted 4 Sides, 24" x 30" High



233 - Table 6', Skirted 3 Sides, 24" x 30" High



259 - Counter 8', Skirted 3 Sides, 24" x 42" High

Table Skirt Colors



Black (04)    Royal Blue(06)    White (16)



Gray (09)    Red (14)

Style of item may vary based upon availability.  
Colors may vary due to facility lighting, printing limitations and dye lot differences.  
See order form for additional offerings not pictured.



Accessories

---



425 - Chrome Sign Frame



439 - Retractable Stanchion



401 - Wastebasket w/liner



409 - Bag Stand



413 - Coat Rack



Tackboard or Pegboard, 4'x8'  
Refer to Panelboard Rental  
Order Form



407 - Easel, Tripod



Remit to:



10801 Plantside Drive, Louisville, Kentucky 40299-2419  
 Telephone: 502.266.5101 Fax: 502.266.5102  
 Email: [orders@genexpo.com](mailto:orders@genexpo.com)

# Ultra Beauty FLC #8582-24 Furniture & Accessories Rental Order Form

**Discount Deadline Date: Wednesday, March 13, 2024**  
**Cancellation Policy:** Cancellation *after* order processing will be at 10% of prevailing rate. Cancellation *after* delivery will be at 50% of prevailing rate.  
**Late Request:** Requests after deadline will be filled as available.

2' wide x 30" high Display Tables					
Item #	Item Description	Qty	Discount	Standard	Total
223	4' x 30" ht. Skirted table (4 sides)		\$170.00	\$230.00	
233	6' x 30" ht. Skirted table		\$191.00	\$258.00	
253	8' x 30" ht. Skirted table		\$211.00	\$285.00	
522	4th Side Skirting for 6' & 8' table		\$ 51.50	\$ 69.50	
222	4' x 30" ht. Non-skirted table		\$ 61.75	\$ 83.25	
232	6' x 30" ht. Non-skirted table		\$ 77.25	\$104.25	
252	8' x 30" ht. Non-skirted table		\$ 92.75	\$125.25	
Circle Color: <b>Black (04) Royal Blue (06) Grey (09) Red (14) White (16)</b> Choices not indicated will be selected by Genesis Exposition Services.					
Additional Tables					
Item #	Item Description	Qty	Discount	Standard	Total
201	Pedestal Table - 24" dia. x 30" ht.		\$185.00	\$250.00	
210	Pedestal Table - 36" dia. - 30" ht.		\$206.00	\$278.00	
208	Pedestal Table - 24" dia. x 42" ht.		\$185.00	\$250.00	
225	Pedestal Table - 36" dia. - 42" ht.		\$206.00	\$278.00	
Chairs					
Item #	Item Description	Qty	Discount	Standard	Total
105	Padded Arm Chair		\$103.00	\$139.00	
103	Padded Side Chair - Armless		\$ 92.75	\$125.25	
131	Padded Stool with Back		\$134.00	\$181.00	
101	Plastic Side Chair		\$ 82.50	\$111.50	
107	Plastic Stool with Back		\$108.00	\$146.00	
Tackboard					
Item #	Item Description	Qty	Discount	Standard	Total
603	4' x 8' Bulletin Board - Gray		\$155.00	\$209.00	
Circle Orientation: <b>Horizontal Vertical</b>					

2' wide x 42" high Display Counters					
Item #	Item Description	Qty	Discount	Standard	Total
229	4' x 42" ht. Skirted counter (4 sides)		\$191.00	\$258.00	
239	6' x 42" ht. Skirted counter		\$211.00	\$285.00	
259	8' x 42" ht. Skirted counter		\$232.00	\$313.00	
530	4th Side Skrtg. for 6' & 8' Counter		\$ 67.00	\$ 90.50	
228	4' x 42" ht. Non-skirted counter		\$ 72.00	\$ 97.25	
238	6' x 42" ht. Non-skirted counter		\$ 87.50	\$118.25	
258	8' x 42" ht. Non-skirted counter		\$ 103.00	\$139.00	
Circle Color: <b>Black (04) Royal Blue (06) Grey (09) Red (14) White (16)</b> Choices not indicated will be selected by Genesis Exposition Services.					
Accessories					
Item #	Item Description	Qty	Discount	Standard	Total
401	Wastebasket w/liner		\$ 24.75	\$ 33.50	
407	Easel, tripod		\$ 46.25	\$ 62.50	
413	Coat Rack		\$ 51.50	\$ 69.50	
439	Retractable Stanchion		\$108.00	\$146.00	
409	Bag Stand		\$113.00	\$153.00	
425	Sign Frame, Chrome 22" x 28"		\$118.00	\$159.00	
Special Draping / Skirting					
Item #	Item Description	Qty	Discount	Standard	Total
541	3' ht. siderail drapery per ln./ft.		\$ 14.50	\$ 19.50	
543	8' ht. backwall drapery per ln./ft.		\$ 20.50	\$ 27.75	
545	12' ht. backwall drapery per ln./ft.		\$ 25.75	\$ 34.75	
507	30" ht. Skirt <small>(Does not include labor to install)</small>		\$ 61.75	\$ 83.25	
509	40" ht. Skirt <small>(Does not include labor to install)</small>		\$ 78.25	\$105.75	
Circle Color: <b>Black (04) Royal Blue (06) Grey (09) Red (14) White (16)</b> Choices not indicated will be selected by Genesis Exposition Services.					

**Subtotal This Form: \$ \_\_\_\_\_**

Copy this subtotal to the **Payment Authorization Form** where **6.5% SALES TAX** will be calculated.

**Payment Policy: Advance Discount:** To obtain the discount pricing, your order with full payment must be received by the deadline date published above. Any orders received before the deadline date without payment will be charged at the standard rates.

**Yes, I have reviewed the Payment Policy and enclosed the Payment Form.**  
 All orders are subject to the terms and conditions as outlined on the payment form.

**Booth Number:** \_\_\_\_\_

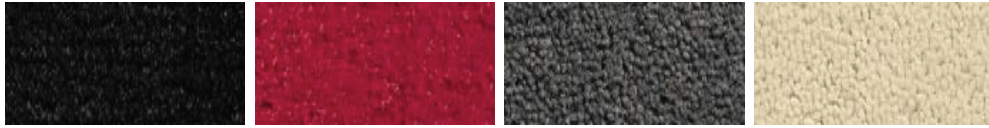
Company Name \_\_\_\_\_ Phone \_\_\_\_\_  
 Street Address \_\_\_\_\_ Fax \_\_\_\_\_  
 City / State / Zip \_\_\_\_\_ Print Name \_\_\_\_\_  
 Email \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_





## Premium

---

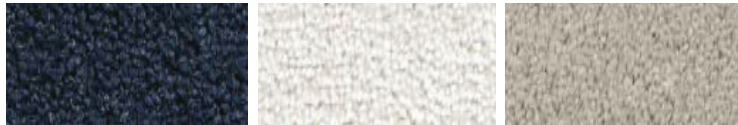


Onyx Black (47)

Crimson/Cardinal (46)

Graphite/Charcoal (74)

Ivory (44)



Deep Navy (72)

Snow/White (43)

Flannel/Gray Pearl (78)

## Standard

---



Black (04)

Royal Blue (06)

Gray (09)



Blue Jay/Midnight Blue (92)

Red (14)

Pepper/Tuxedo (91)

Remit to:



10801 Plantside Drive, Louisville, Kentucky 40299-2419  
 Telephone: 502.266.5101 Fax: 502.266.5102  
 Email: [orders@genexpo.com](mailto:orders@genexpo.com)

**Ulta Beauty FLC #8582-24**

**Carpet Rental  
Order Form**

**Discount Deadline Date: Wednesday, March 13, 2024**

**Cancellation Policy:** Cancellation *after* order processing will be at 25% of prevailing rate. Cancellation *after* delivery will be at 50% of prevailing rate.  
**Late Request:** Requests after deadline will be filled as available.

**Premium Carpet & Padding Packages**

Premium carpet is a 34-ounce carpet that is more luxurious than standard exposition grade carpet. Cut carpet is designed for installation in standard exhibit booths, not for bulk area booths. If complete area carpet is desired, please use the Area Carpet section below to place your order. **Multiples of premium carpet packages will not be provided.**

Item #	Item Description	Select	Discount	Standard	Total
335	10' x 10' Premium Carpet & Pad	<input type="checkbox"/>	\$ 483.00	\$ 725.00	
336	10' x 20' Premium Carpet & Pad	<input type="checkbox"/>	\$ 966.00	\$1,450.00	
337	10' x 30' Premium Carpet & Pad	<input type="checkbox"/>	\$1,449.00	\$2,175.00	
338	10' x 40' Premium Carpet & Pad	<input type="checkbox"/>	\$1,932.00	\$2,900.00	

Circle  
 Color: **Onyx/Black** **Crimson / Cardinal** **Graphite / Charcoal**  
 (47) (46) (74)

**Standard Carpet & Padding Packages**

Cut carpet is designed for installation in standard exhibit booths, not for bulk area booths. If complete area carpet is desired, please use the Area Carpet section below to place your order. **Multiples of standard carpet packages will not be provided.**

Item #	Item Description	Select	Discount	Standard	Total
309	10' x 10' Standard Carpet & Pad	<input type="checkbox"/>	\$ 299.00	\$ 449.00	
310	10' x 20' Standard Carpet & Pad	<input type="checkbox"/>	\$ 598.00	\$ 898.00	
311	10' x 30' Standard Carpet & Pad	<input type="checkbox"/>	\$ 897.00	\$1,347.00	
312	10' x 40' Standard Carpet & Pad	<input type="checkbox"/>	\$1,196.00	\$1,796.00	

Circle  
 Color: **Black** **Royal Blue** **Gray** **Blue Jay / Midnight Blue** **Red** **Pepper / Tuxedo**  
 (04) (06) (09) (92) (14) (91)

**Area Carpet, Padding & Visqueen**

Area carpet is custom cut and designed for bulk area spaces. Simply order the total square footage of carpet using the square footage calculation section and select your color. If you desire additional items, such as borders or inlaid designs, please contact Genesis Exposition Services directly for a detailed quote. The custom cut carpet price includes trimming, seaming, all necessary taping, drayage, installation and removal.

Item #	Item Description	Square Footage Calculation	Multiply	Discount	Standard	Total
328	Premium Area Carpet	_____ ft. wide x _____ ft. long = _____ sq/ft. total	multiply by rate	\$ 5.20	\$ 7.80	
314	Standard Area Carpet	_____ ft. wide x _____ ft. long = _____ sq/ft. total	multiply by rate	\$ 3.94	\$ 5.91	
350	Padded Area	_____ ft. wide x _____ ft. long = _____ sq/ft. total	multiply by rate	\$ 1.26	\$ 1.89	
360	Plastic Covering Area	_____ ft. wide x _____ ft. long = _____ sq/ft. total	multiply by rate	\$ 0.47	\$ 0.71	

**Premium:** **Onyx/Black** **Crimson / Cardinal** **Graphite / Charcoal** **Ivory** **Flannel / Gray Pearl** **Deep Navy** **Snow / White**  
**Standard:** **Black** **Royal Blue** **Gray** **Blue Jay / Midnight Blue** **Red** **Pepper / Tuxedo**

*\*All Genesis carpet orders include installation prior to your scheduled move-in, removal after the close of the show and material handling.*

**Subtotal This Form: \$ \_\_\_\_\_**

Copy this subtotal to the **Payment Authorization Form** where **6.5% SALES TAX** will be calculated.

**Payment Policy: Advance Discount:** To obtain the discount pricing, your order with full payment must be received by the deadline date published above. Any orders received before the deadline date without payment will be charged at the standard rates.

**Yes, I have reviewed the Payment Policy and enclosed the Payment Form.**  
 All orders are subject to the terms and conditions as outlined on the payment form.

**Booth Number:** \_\_\_\_\_

Company Name \_\_\_\_\_ Phone \_\_\_\_\_  
 Street Address \_\_\_\_\_ Fax \_\_\_\_\_  
 City / State / Zip \_\_\_\_\_ Print Name \_\_\_\_\_  
 Email \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_



2024  
**ULTA SHOW**  
KIT CATALOG



# author the moment



Chandler Bench Ottomans  
Hourglass Bar Stools - Black  
Aspen Bar Table



Vienna Stool - Smoke Grey

150+  
**exclusive**  
furnishings

400+  
**unique**  
furnishings



”

People will  
stare.  
Make it worth  
their while.

**Harry Winston**



upgrade to  
**luxe**

## LUXE OTTOMANS

Revel in the lap of luxury with the gorgeous Luxe Collection. Our lavish and eye-catching new line of benches and ottomans conveys a fresh, sophisticated look on the cutting edge. Available in a variety of shapes and high-fashion colors, group them together to build striking arrangements – or use as standalone pieces for remarkable and unforgettable results. Luxe is deep diamond tufted by hand and features plush, ultra-soft velvet fabric. Don't simply make an impression at your next event. Make a statement with the Luxe Collection.



# contents

## THE COLLECTIONS

THE EXCLUSIVES 6

THE NOTABLES 14

SOFAS 20

LOVESEATS 22

CHAIRS 24

OTTOMANS & BENCHES 28

BEDS & BANQUETTES 32

CUBE OTTOMANS 34

CAFÉ CHAIRS 35

CAFÉ TABLES 36

BAR STOOLS 38

BAR TABLES 40

COCKTAIL TABLES 42

CONSOLE TABLES 46

END TABLES 47

PEDESTALS 50

BARS & BAR BACKS 52

OFFICE & CONFERENCE 54

CHARGED 60

ACCESSORIES 62





# the exclusives



## BAJA



Baja Sofa  
79"W x 32"D x 30"H



Baja Chair  
36"W x 32"D x 30"H



Baja Cocktail Table  
48"W x 32"D x 14"H



Baja Bar Table  
20"Square x 40"H



Baja Stool  
12"Square x 29"H

# AURORA



Aurora Sofa  
90"W x 33"D x 30"H



Aurora Chair  
39"W x 33"D x 30"H

# CROMWELL



Cromwell Sofa  
78"W x 32"D x 29"H



Cromwell Chair  
32"W x 32"D x 29"H

# MANGO



Mango Sofa  
95"W x 36"D x 34"H



Mango Chair  
39"W x 34"D x 34"H



Mango Ottoman  
28"W x 25"D x 19"H

## PENELOPE



Penelope Sofa  
96"W x 36"D x 36"H



Penelope Chair  
35"W x 36"D x 40"H



Penelope Ottoman  
24"Round x 15"H

## ZEPPELIN



Zeppelin Sectional  
128"W x 28"D x 31"H

## NIKO



Niko Sofa  
81"W x 30"D x 38"H



Niko Loveseat  
58"W x 30"D x 38"H



Niko Chair  
31"W x 30"D x 38"H

# JADE



Jade Sofa  
82"W x 36"D x 34"H



Jade Chair  
32"W x 36"D x 34"H



Jade Bench Ottoman  
48"W x 24"D x 19"H

# OLIVER



Oliver Sofa  
90"W x 34"D x 34"H



Oliver Chair  
37"W x 34"D x 34"H





# MONACO



Monaco Sofa  
84"W x 35"D x 34"H



Monaco Chair  
36"W x 35"D x 34"H



Monaco Ottoman  
48"W x 24"D x 17"H

# CATALINA



Catalina 2-Piece Sectional  
143"W x 73"D x 36"H





# WINSTON



Winston Sofa  
93"W x 39"D x 34"H



Winston Chair  
47"W x 38"D x 33"H



Winston Bench Ottoman  
48"W x 24"D x 15"H



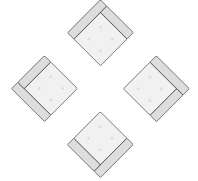
# BOCA



Boca Armless Chair - Black  
22"W x 27"D x 30"H



Boca Corner - Black  
27"Square x 30"H



---

## MIX & MATCH, MODULAR CAPABILITIES

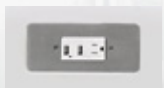
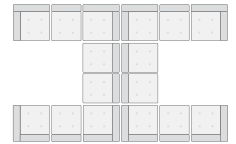
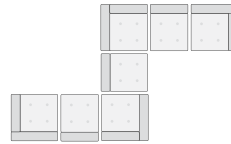
---



Boca Armless Chair - Charged  
22"W x 27"D x 30"H



Boca Corner - Charged  
27"Square x 30"H



*\*One 110V power source required. Maximum of 4 daisy linked together per power source. Client responsible for power source.*





# COSTA



Costa Sofa  
83"W x 36"D x 27"H



Costa Chair  
38"W x 35"D x 26"H



Costa Cocktail Table  
41"W x 26"D x 15"H



# the notables



## METRO



Metro Sofa  
85"W x 35"D x 35"H



Metro Loveseat  
60"W x 35"D x 35"H



Metro Chair  
35"Square x 35"H



Metro Bench Ottoman  
60"W x 24"D x 17"H



Metro Square Ottoman  
40"Square x 17"H



Metro Cube Ottoman  
18"Square

# CHANDLER



Chandler Sofa  
76"W x 37"D x 35"H



Chandler Loveseat  
53"W x 37"D x 35"H



Chandler Chair  
31"W x 37"D x 35"H



Chandler Bench Ottoman  
60"W x 24"D x 17"H

# SUAVE MIDNIGHT



Suave Midnight Sofa  
77"W x 36"D x 33"H



Suave Midnight Loveseat  
54"W x 36"D x 33"H



Suave Midnight Chair  
32"W x 36"D x 33"H



Suave Midnight Ottoman  
31"W x 25"D x 20"H  
*\*Call for pricing*



# GRAMMERCY



Grammercy Sofa  
82"W x 36"D x 36"H



Grammercy Loveseat  
57"W x 36"D x 36"H



Grammercy Chair  
28"W x 36"D x 36"H



Grammercy Corner  
36"Square x 36"H



Grammercy Chaise  
28"W x 63"D x 36"H



Grammercy Bench Ottoman  
60"W x 24"D x 17"H



Grammercy Square Ottoman  
40"Square x 17"H



Grammercy Round Ottoman  
46"Round x 17"H

# BLANC



Blanc Sofa  
Bright White  
75"W x 35"D x 35"H



Blanc Loveseat  
Bright White  
54"W x 35"D x 35"H



Blanc Chair  
Bright White  
33"W x 35"D x 35"H



Blanc Bench Ottoman  
Bright White  
48"W x 24"D x 18"H



Blanc Cube Ottoman  
Bright White  
17"Square

# SOPHISTICATION



Sophistication Sofa  
72"W x 31"D x 48"H



Sophistication Loveseat  
48"W x 31"D x 48"H



Sophistication Chair  
24"W x 31"D x 48"H



Sophistication Corner  
31"Square x 48"H  
*\*Call for price*



Sophistication Ottoman  
31"Square x 19"H  
*\*Call for price*



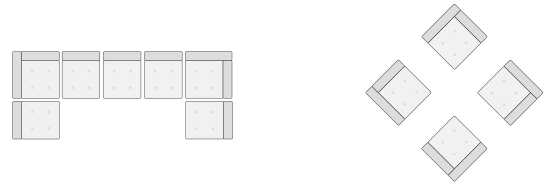
# FUNCTION



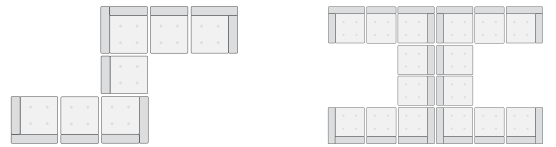
Function Armless Chair  
28"Square x 29"H



Function Corner  
28"Square x 29"H



MIX & MATCH, MODULAR  
CAPABILITIES



# CONTINENTAL



Continental Curved Loveseat  
82"W x 34"D x 31"H



Continental Reverse Curved Loveseat  
72"W x 34"D x 31"H



Continental Wedge Ottoman  
30"W x 34"D x 19"H  
*\*Call for price*



Continental Curved Bench  
70"W x 26"D x 19"H



Continental Half Moon Ottoman  
33"W x 19"D x 19"H  
*\*Call for price*



# EVOKE



Evoke Sofa  
81"W x 35"D x 27"H



Evoke Chair  
33"W x 35"D x 27"H



Evoke Cube Table  
18" Square



Evoke Cocktail Table  
48"W x 24"D x 18"H



Evoke End Table  
24"W x 28"D x 25"H



# the sofas



Aurora Sofa  
90"W x 33"D x 30"H



Cromwell Sofa  
78"W x 32"D x 29"H



Mango Sofa  
95"W x 36"D x 34"H



Penelope Sofa  
96"W x 36"D x 36"H



Zeppelin Sectional  
128"W x 28"D x 31"H



Niko Sofa  
81"W x 30"D x 38"H



Catalina 2-Piece Sectional  
143"W x 73"D x 36"H



Jade Sofa  
82"W x 36"D x 34"H



Oliver Sofa  
90"W x 34"D x 34"H



Monaco Sofa  
84"W x 35"D x 34"H



Winston Sofa  
93"W x 39"D x 34"H



Suave Midnight Sofa  
77"W x 36"D x 33"H



Grammercy Sofa  
82"W x 36"D x 36"H



Chandler Sofa  
76"W x 37"D x 35"H



Metro Sofa  
85"W x 35"D x 35"H



Blanc Sofa  
75"W x 35"D x 35"H



Sophistication Sofa  
72"W x 31"D x 48"H



Costa Sofa  
83"W x 36"D x 27"H



Evoke Sofa  
81"W x 35"D x 27"H



Baja Sofa  
79"W x 32"D x 30"H



# the loveseats



Suave Midnight Loveseat  
54"W x 36"D x 33"H



Chandler Loveseat  
53"W x 37"D x 35"H



Grammercy Loveseat  
57"W x 36"D x 36"H



Metro Loveseat  
60"W x 35"D x 35"H



Blanc Loveseat  
54"W x 35"D x 35"H



Sophistication Loveseat  
48"W x 31"D x 48"H



Continental Reverse Curved Loveseat  
72"W x 34"D x 31"H



Continental Curved Loveseat  
82"W x 34"D x 31"H



Grammercy Chaise  
28"W x 63"D x 36"H





Niko Loveseat  
58"W x 30"D x 38"H



# the chairs



Aurora Chair  
39"W x 33"D x 30"H



Cromwell Chair  
32"W x 32"D x 29"H



Mango Chair  
39"W x 34"D x 34"H



Penelope Chair  
35"W x 36"D x 40"H



Niko Chair  
31"W x 30"D x 38"H



Jade Chair  
32"W x 36"D x 34"H



Oliver Chair  
37"W x 34"D x 34"H



Monaco Chair  
36"W x 35"D x 34"H



Winston Chair  
47"W x 38"D x 33"H



Suave Midnight Chair  
32"W x 36"D x 33"H



Midnight Stage Chair  
25"W x 26"D x 37"H





Chamois Stage Chair  
25"W x 26"D x 37"H



Buckskin Stage Chair  
25"W x 26"D x 37"H



Bianca Stage Chair  
26"W x 26"D x 37"H



Grammercy Chair  
28"W x 36"D x 36"H



Grammercy Corner  
36"Square x 36"H



Chandler Chair  
31"W x 37"D x 35"H



Metro Chair  
35"Square x 35"H



Baja Chair  
36"W x 32"D x 30"H





Empire Chair - Black  
28"W x 32"D x 32"H



Empire Chair - White  
28"W x 32"D x 32"H



Monarch Chair  
28"Square x 30"H



Blanc Chair  
33"W x 35"D x 35"H



Sophistication Chair  
24"W x 31"D x 48"H



Function Chair  
28"Square x 29"H



Function Corner  
28"Square x 29"H



Costa Chair  
38"W x 35"D x 26"H



Evoke Chair  
33"W x 35"D x 27"H







Boca Corner - Black  
27"Square x 30"H



Boca Armless Chair - Black  
22"W x 27"D x 30"H



Boca Corner - Charged  
27"Square x 30"H



Boca Armless Chair - Charged  
22"W x 27"D x 30"H



\*Maximum of 4 daisy linked together per power source.



PATRICE TABLET CHAIR  
CHARGED

28"W x 31"D x 31"H



\*One 110V power source required. Maximum of 6 daisy linked together per power source.



# the ottomans & benches



LUXE CHARTREUSE OTTOMAN  
90"W x 20"D x 20"H



Luxe Almond Brittle Ottoman  
60"W x 30"D x 27"H



Luxe California Wine Ottoman  
50"Square x 20"H



Luxe Victory Blue Ottoman  
80"W x 40"D x 20"H



Mango Ottoman  
28"W x 25"D x 19"H



Penelope Ottoman  
24"Round x 15"H



Jade Bench Ottoman  
48"W x 24"D x 19"H



Monaco Bench Ottoman  
48"W x 24"D x 17"H



Winston Bench Ottoman  
48"W x 24"D x 15"H



Leather Bench Ottoman  
60"W x 24"D x 17"H





Lincoln Bench - Charged  
59"W x 39"D x 17"H

*\*One 110V power source required. Maximum of 3 daisy linked together per power source.*



Blanc Bench Ottoman  
48"W x 24"D x 18"H



Square Leather Ottoman  
40"Square x 17"H





the  
ottomans  
& benches



Continental Curved Bench  
70"W x 26"D x 19"H



Round Leather Ottoman  
46"Round x 17"H



Element Bench  
71"W x 16"D x 18"H



ESSENTIALS  
STORAGE OTTOMAN  
48"W x 24"D x 20"H



create captivating  
environments



# the beds & banquettes



Essentials Banquette  
60"Round x 48"H (2 Pieces)



Grammercy Banquette  
59"Round x 38"H (2 Pieces)



the  
beds &  
banquettes



Essentials Turning Bed  
96"W x 48"D x 36"H



Essentials Turning Bed - Charged  
96"W x 48"D x 25"H  
White slip cover available for  
black charging unit



\*Maximum of 1 bed per power source.



# the cubes



Cherry



Cromwell



Blue



Bronze



Gold



Silver

Benton Cube Ottoman  
17"Square x 18"H



Grape



Lemon



Hot Pink



Tropical Splash

Luxe Cube Ottomans  
20"Square x 20"H



Evoke Cube Table  
18"Square x 18"H



Lime



Mango

Rubix Cube Ottoman  
18"Square x 18"H



Blanc Cube Ottoman  
17"Square x 17"H



Metro Cube Ottoman  
18"Square x 18"H

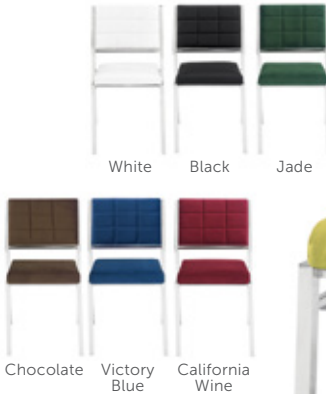
# the café chairs



Ghost Chair  
21"W x 16"D x 36"H



Clara Chair  
18"W x 21"D x 34"H



White Black Jade

Chocolate Victory Blue California Wine



Chartreuse

MILO CHAIR  
21"Square x 32"H



Elio Chair  
17"Square x 33"H



Leslie Chair  
17"W x 21"D x 31"H



Vienna Chair  
21"Square x 32"H



Caprice Chair  
25"W x 24"D x 32"H



Criss Cross Chair  
17"W x 21"D x 35"H



Regal Dining Chair  
19"W x 23"D x 38"H



Colin Chair  
22"W x 19"D x 33"H



Nexus Chair  
19"W x 22"D x 32"H



Sonic Chair  
20"W x 21"D x 32"H



# the café tables



Fuze Café Table  
Black or Chrome Base  
36"Square x 30"H



Spectrum Café Table  
Black or Chrome Base  
24"Square x 30"H



Café Table  
Black or Chrome Base  
24"Square x 30"H (Square)  
72"W x 24"D x 29"H (Rectangle)



Café Table Round  
Black Base  
30"Round x 30"H  
32"Round x 30"H (Walnut Top)  
36"Round x 30"H



Café Table Round  
Chrome Base  
30"Round x 30"H  
32"Round x 30"H (Walnut Top)  
36"Round x 30"H



Element Dining Table  
79"W x 39"D x 30"H



Aspen Dining Table  
72"W x 30"D x 30"H



Live Edge  
Detail

TAHOE DINING TABLE  
96"W x 48"D x 30"H



Table Top Detail

BRIO DINING TABLE  
96"W x 48"D x 30"H



Brooklyn Dining Table  
Rectangle  
60"W x 36"D x 30"H



Brooklyn Dining Table  
Round  
42"Round x 30"H



Java Dining Table  
42"Round x 30"H



kool. GLO  
Dining Table  
60"Round x 30"H  
Includes built-in wireless LED  
lighting



Cylinder Dining Table  
72"W x 36"D x 30"H  
Includes built-in wireless LED lighting



Cylinder Café Table  
22"Round x 30"H (42" Top) Includes  
built-in wireless LED lighting



kool. GLO  
Café Table  
36"Square x 30"H  
Includes built-in wireless LED lighting



kool. GLO  
Café Table  
48"Square x 30"H  
Includes built-in wireless LED lighting



kool. GLO  
Café Table  
72"W x 24"D x 30"H  
Includes built-in wireless LED lighting



# the bar stools



Milo Stool - White  
20"W x 21"D x 41"H



Milo Stool - Black  
20"W x 21"D x 41"H



Milo Stool - Jade  
20"W x 21"D x 41"H



Milo Stool - Chocolate  
20"W x 21"D x 41"H



Milo Stool - Victory Blue  
20"W x 21"D x 41"H



Milo Stool - California Wine  
20"W x 21"D x 41"H



Milo Stool - Chartreuse  
20"W x 21"D x 41"H



Vienna Stool  
17"W x 17"D x 39"H



Clara Stool  
17"W x 21"D x 41"H



Nexus Stool  
19"W x 20"D x 44"H



Colin Stool  
16"Square x 41"H



Marcus Stool  
17"Square (at foot base) x 29"H

the  
bar stools



Ghost Stool  
18"Square (at foot base) x 30"H



Caprice Stool  
25"W x 26"D x 44"H



Sonic Stool  
22"W x 23"D x 42"H



Euro Stool  
21"W x 23"D x 44"H



Equino Stool  
15"W x 13"D x 35"H



Criss Cross Stool  
15"W x 19"D x 41"H



Regal Stool  
19"W x 24"D x 45"H



Baja Stool  
12"Square x 29"H



# the bar tables



Table Top Detail

**FUZE BAR TABLE**  
Black or Chrome Base  
36"Square x 42"H



**Spectrum Bar Table**  
Black, Chrome or Tulip Base  
24"Square x 42"H



**Bar Table**  
Tulip Base  
30"Round x 42"H  
32"Round x 42"H (Walnut Top)



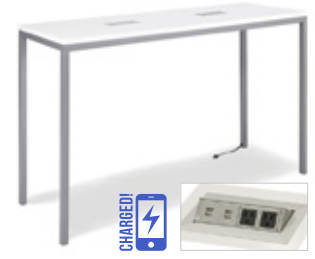
**Bar Table**  
Black Base  
30"Round x 42"H  
32"Round x 42"H (Walnut Top)  
36"Round x 42"H



**Bar Table**  
Chrome Base  
30"Round x 42"H  
32"Round x 42"H (Walnut Top)  
36"Round x 42"H



**Aspen Bar Table**  
72"W x 26"D x 42"H



**Aspen Bar Table - Charged**  
72"W x 26"D x 42"H

\*Maximum of 1 table per power source.





Bar Table  
Black or Chrome Base  
72"W x 24"D x 42"H (Rectangle)  
Black, Chrome or Tulip Base  
24"Square x 42"H (Square)



Memphis Square Bar Table  
38"Square x 42"H



Memphis Rectangle Bar Table  
66"W x 28"D x 42"H



Java Bar Table  
30"Round x 42"H



Zinc Bar Table  
24"Round x 42"H



Ava Bar Table  
32"Round x 42"H



Cylinder Buffet Table  
22"Round x 42"H (4'L or 6'L)  
Includes built-in wireless  
LED lighting



Cylinder Bar Table  
22"Round x 42"H (30" or 42" Top)  
Includes built-in wireless  
LED lighting



Hourglass Bar Table  
36"Round x 42"H  
Includes built-in wireless LED  
lighting



LED Acrylic High Top Table  
30"Square x 42"H  
Includes built-in wireless  
LED lighting



kool. GLO Bar Table  
36"Square x 42"H  
Includes built-in wireless  
LED lighting



kool. GLO Bar Table  
48"Square x 42"H  
Includes built-in wireless  
LED lighting



kool. GLO Bar Table  
72"W x 24"D x 42"H  
Includes built-in wireless  
LED lighting

ASK  
US ABOUT  
Custom  
Branding

kool. GLO  
REMOTE DRIVEN  
LED LIGHT BOX  
With an Endless Variety  
of Selectable  
COLORS



Baja Bar Table  
20"Square x 40"H

# the cocktail tables



Greystone Cocktail Table  
50"W x 30"D x 17"H



Pentagram Cocktail Table  
40"Round x 14"H



Quasar Cocktail Table  
40"Round x 17"H



Fuze Cocktail Table  
40"Square x 16"H



London Cocktail Table  
40"Square x 16"H



Ava Cocktail Table  
40"Round x 16"H



Aria Cocktail Table - White  
44"W x 20"D x 18"H



# the cocktail tables



Aria Cocktail Table - Charcoal  
44"W x 20"D x 18"H



Aria Cocktail Table - Purple  
44"W x 20"D x 18"H



Aria Cocktail Table - Red  
44"W x 20"D x 18"H



Aria Cocktail Table - Blue  
44"W x 20"D x 18"H



Aria Cocktail Table - Green  
44"W x 20"D x 18"H



Novel Cocktail Table  
46"W x 15"D x 16"H



Brooklyn Rectangle Cocktail Table  
42"W x 24"D x 16"H



Brooklyn Round Cocktail Table  
30"Round x 16"H



Tribeca Cocktail Table  
48"W x 28"D x 19"H



Aspen Cocktail Table  
Charged  
48"W x 24"D x 18"H



\*Maximum of 1 table per power source.



Baja Cocktail Table  
48"W x 32"D x 14"H

the  
cocktail tables



Pia Cocktail Table  
32"Round x 12"H



Shoreline Cocktail Table  
42"W x 24"D x 18"H



Cube Cocktail Table  
24"Square x 16"H



Costa Cocktail Table  
41"W x 26"D x 15"H



Evoke Cocktail Table  
48"W x 24"D x 18"H





mesmerize the  
senses



# the console tables



Fuze Console Table  
60"W x 16"D x 34"H



GREYSTONE CONSOLE TABLE  
50"W x 30"D x 17"H



London Console Table  
60"W x 16"D x 34"H



Aria Console Table - White  
44"W x 20"D x 30"H



Aria Console Table - Charcoal  
44"W x 20"D x 30"H



Tribeca Console Table  
48"W x 18"D x 30"H



# the end tables



Pia End Table  
16"Round x 20"H



Quasar End Table  
22"Round x 20"H



Ava End Table  
22"Round x 24"H



PENTAGRAM END TABLE  
20"Round x 21"H



Fuze End Table  
24"Square x 23"H



London End Table  
24"Square x 23"H



Novel End Table  
15"Square x 16"H



Greystone End Table  
22"Square x 23"H



Shoreline End Table  
20"Square x 22"H



Aria End Table - Charcoal  
24"W x 20"D x 22"H



Aria End Table - White  
24"W x 20"D x 22"H



Aria End Table - Blue  
24"W x 20"D x 22"H



Aria End Table - Green  
24"W x 20"D x 22"H



Aria End Table - Purple  
24"W x 20"D x 22"H



Aria End Table - Red  
24"W x 20"D x 22"H

the  
end tables



Eden Accent Table - Large  
14"Square x 28"H



Eden Accent Table - Small  
14"Square x 18"H



Brooklyn Round End Table  
20"Round x 20"H



Brooklyn Square End Table  
22"Square x 20"H



Tribeca End Table  
24"W x 28"D x 22"H



Cube End Table  
24"Square x 21"H



Evoke End Table  
24"W x 28"D x 25"H



Java Accent Table  
20"Round x 24"H





AZARIA  
ACCENT TABLE  
16"Round x 18"H

OYSTER  
ACCENT TABLE  
16"Round x 18"H

PORTO  
ACCENT TABLE  
16"Round x 18"H



Sirona Accent Table  
18"W x 12"D x 28"H



Reagan Table  
22"Round x 23"H



Phoebe Table - Rose  
17"Round x 22"H



Phoebe Table - Teal  
17"Round x 22"H



Phoebe Table - Lime  
17"Round x 22"H



Phoebe Table - Gold  
17"Round x 22"H



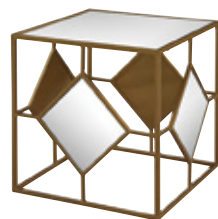
Phoebe Table - Yellow  
17"Round x 22"H



Phoebe Table - Hazelnut  
17"Round x 22"H



Mon End Table  
18"Round x 24"H



Oro Mirrored Cube  
18"Square x 18"H



Light Cylinder End Table  
22"Round x 18"H



# the pedestals



Hylton Tablet Table  
18"W x 12"D x 28"H



Fuze Pedestal  
16"Square x 44"H



London Pedestal  
16"Square x 44"H



kool. GLO Pedestal  
24"Square x 42"H (Bar Height)  
24"Square x 30"H (Café Height)



Locking Pedestal  
24"Square x 42"H



Display Pedestal  
14"Square x 42"H  
● ○  
18"Square x 42"H  
●  
24"Square x 42"H  
●  
14"Square x 36"H  
● ○  
24"Square x 36"H  
● ○  
14"Square x 30"H  
● ○  
18"Square x 30"H  
●  
24"Square x 30"H  
●

ASK  
US ABOUT  
*Custom  
Branding*



# demand attention



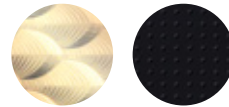


# the bars & bar backs

high style, bold statements



Meridian Bar  
 Harlequin Silver or White Wave  
 88"W x 24"D x 42"H  
 Includes built-in wireless LED lighting



Noir Bar  
 Gatsby Gold or Bubble Black  
 72"W x 24"D x 43"H  
 Includes built-in wireless LED lighting



Umber Bar  
 72"W x 24"D x 42"H



Agile Bar  
 48"W x 16"D x 42"H



ASK  
US ABOUT  
*Custom  
Branding*



VIP Glow Bar  
96"W x 24"D x 42"H (8')  
72"W x 24"D x 42"H (6')  
48"W x 24"D x 42"H (4')  
Includes built-in wireless LED lighting



VIP Glow Bar Curve  
86"W x 24"D x 42"H  
Includes built-in wireless LED lighting



VIP Glow Bar Corner  
24"Square x 42"H



Bloxx Bar Back  
30"W x 16"D x 86"H



Piazza Bar Back  
44"W x 12"D x 79"H  
● ○



# the office furnishings

## DESKS & CREDENZAS



EXECUTIVE DESK

72"W x 36"D x 29"H



JR Executive Desk  
60"W x 30"D x 29"H



Storage Credenza  
66"W x 20"D x 29"H



Computer Counter  
48"W x 24"D x 42"H



Computer Desk  
48"W x 24"D x 29"H



# CONFERENCE TABLES



*\*One 110V power source required.  
Maximum of 1 table per power source.*

8' CONFERENCE TABLE - CHARGED  
96"W x 48"D x 30"H



42" Round Conference Table  
42" Round x 29"H



Command 10' Conference Table  
120"W x 48"D x 31"H



Command 8' Conference Table  
96"W x 48"D x 31"H



Command 6' Conference Table  
72"W x 36"D x 31"H



Accord High Back Chairs - Black  
8' Conference Table - Charged



## EXECUTIVE CHAIRS



Space High Back Chair  
27"W x 25"D x 42"H



Enterprise High Back Chair  
25"W x 27"D x 45"H



Enterprise Mid Back Chair  
24"W x 26"D x 39"H



Tamiri High Back Chair  
25"W x 27"D x 45"H



Tamiri Mid Back Chair  
25"W x 27"D x 39"H



ACCORD HIGH BACK CHAIR

25"Square x 44"H



# TASK SEATING & GUEST CHAIRS



GOAL DRAFTING FABRIC STOOL

25"W x 24"D x 48"H (With Arms)

21"W x 24"D x 48"H (Armless)



Goal Task Fabric Chair  
21"W x 24"D x 39"H (Armless)  
25"W x 24"D x 39"H (With Arms)



Space Guest Chair  
25"W x 26"D x 37"H



Enterprise Guest Chair  
25"W x 27"D x 37"H



Tamiri Guest Chair  
25"W x 27"D x 37"H



Comet Stack Chair  
23"W x 22"D x 33"H (With Arms)

# FILE STORAGE



WOOD BOOKCASE

36"W x 12"D x 72"H



2 Drawer Lateral File  
36"W x 18"D x 27"H  
36"W x 20"D x 29"H



2 Drawer Vertical File  
15"W x 25"D x 29"H (Letter)  
18"W x 25"D x 29"H (Legal)



2 Drawer Wood Lateral File  
36"W x 20"D x 29"H



4 Drawer Lateral File  
36"W x 18"D x 54"H



4 Drawer Vertical File  
15"W x 25"D x 52"H (Letter)  
18"W x 25"D x 52"H (Legal)



Storage Cabinet  
36"W x 18"D x 72"H



plan a  
movement



# the charged furnishings



\*Client responsible for power source.



LINCOLN BENCH - CHARGED  
59"W x 39"D x 17"H



\*Maximum of 3 daisy linked together per power source.



Patrice Tablet Chair - Charged  
28"W x 31"D x 31"H



\*Maximum of 6 daisy linked together per power source.



Essentials Turning Bed - Charged  
96"W x 48"D x 25"H



\*Maximum of 1 bed per power source.



Boca Corner - Charged  
27"Square x 30"H



\*Maximum of 4 daisy linked together per power source.



Boca Chair - Charged  
22"W x 27"D x 30"H



\*Maximum of 4 daisy linked together per power source.



Aspen Cocktail Table - Charged  
48"W x 24"D x 18"H



\*Maximum of 1 table per power source.



Aspen Bar Table - Charged  
72"W x 26"D x 42"H



\*Maximum of 1 table per power source.



8' Conference Table - Charged  
96"W x 43"D x 30"H



\*Maximum of 1 table per power source.

ASK US ABOUT Custom Branding

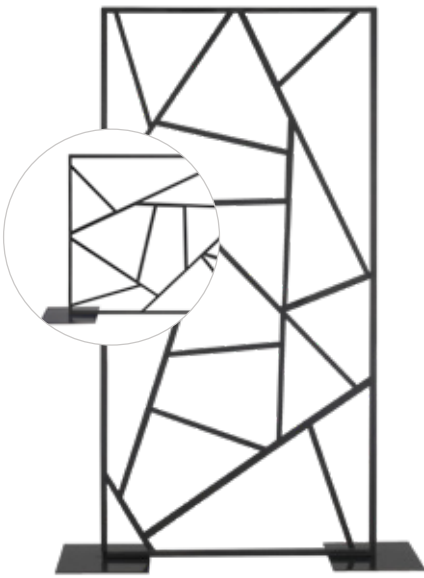
energize your  
brand



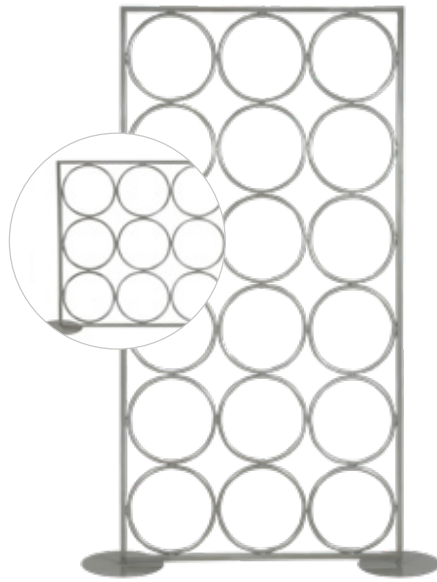


# the accessories

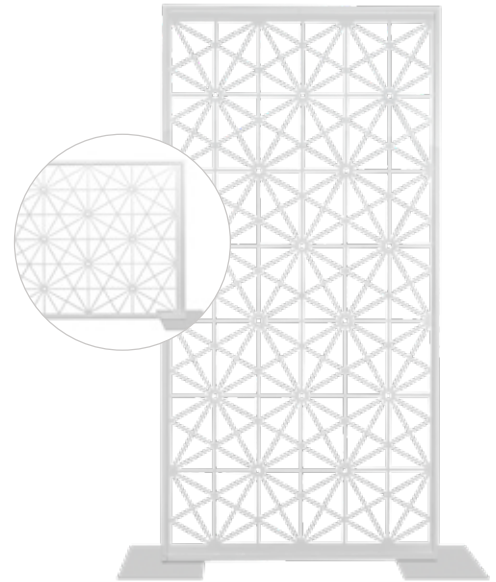
## DIVIDER WALLS



Corbin Divider Wall  
8'H x 1"D x 4'W or 4'H x 1"D x 8'W



Vortex Divider Wall  
8'H x 1"D x 4'W or 4'H x 1"D x 8'W

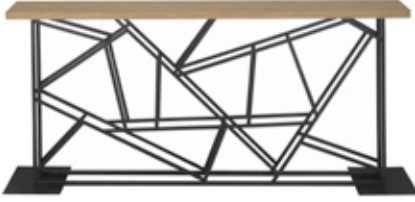


Blaze Divider Wall  
8'H x 1"D x 4'W or 4'H x 1"D x 8'W

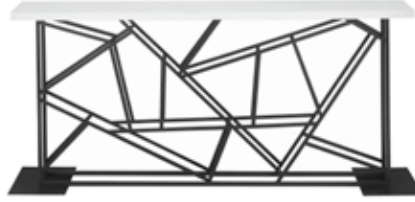




# PONY WALLS



Pasadena

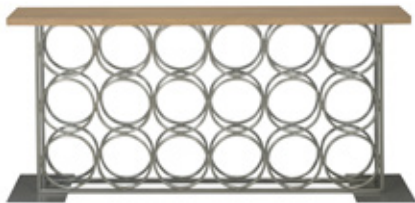


White Barn

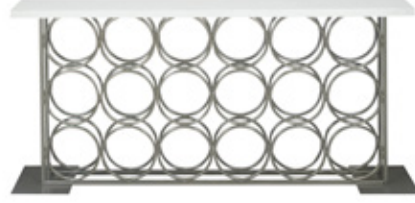


Fired Steel

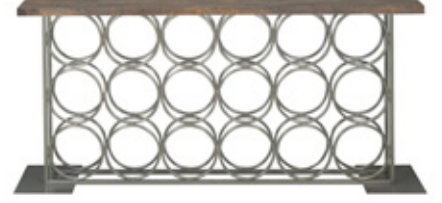
Corbin Pony Wall  
9'H x 12"D x 4'W



Pasadena



White Barn

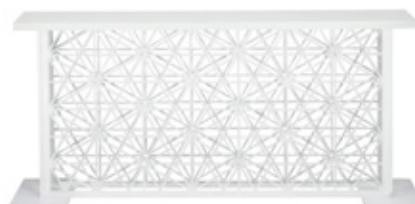


Fired Steel

Vortex Pony Wall  
9'H x 12"D x 4'W



Pasadena



White Barn



Fired Steel

Blaze Pony Wall  
9'H x 12"D x 4'W

# ACCENT PILLOWS



Black

White

Maize Yellow

Gold

Fiery Orange

Red



Purple

Baby Pink

Fuchsia

Royal Blue

Turquoise

Lime Green



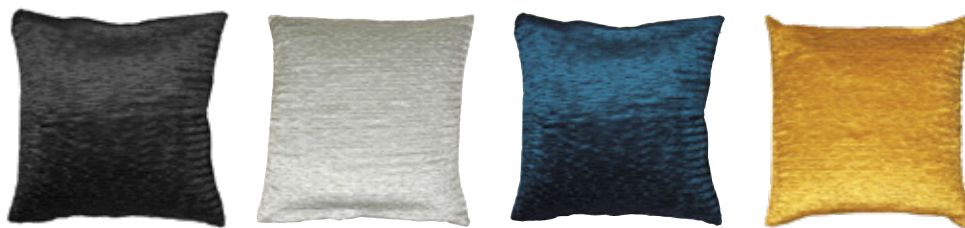
Chocolate Brown

Gunmetal

Silver



Solid Accent Pillows  
16"Square



Onyx

Platinum

Sapphire

Topaz

Textured Accent Pillows  
18"Square



Chartreuse

Cromwell

Grape

Hot Pink

Mango

Tropical Splash

Luxe Pillow  
17"Square



Blue



Bronze



Gold



Silver

Benton Pillow  
17" Square



Bone



Cement



Midnight



Raisin



Rose Dust

Romi Pillow  
17" Square



Damask

Patterned Accent Pillows  
16" Square



Celina Pillow  
18" Square



Kirby Pillow  
18" Square



# LIGHTING



NEUTRINO FLOOR LAMP  
67"H



Alder Lamps  
22"H (Table Lamp)  
63"H (Floor Lamp)



Journey Lamps  
26"H (Table Lamp)  
56"H (Floor Lamp)



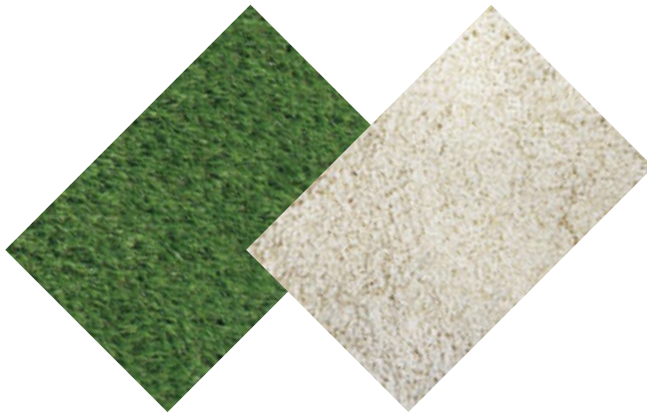
Mystic Lamps  
31"H (Table Lamp)  
64"H (Floor Lamp)



Silo Lamps  
25"H (Table Lamp)  
70"H (Floor Lamp)



# RUGS



Rugs  
Bottom Row, Left to Right: Grass 5'W x 8'L, Pearl 5'W x 8'L



# MISCELLANEOUS



**7' BOX HEDGE**  
39"W x 12"D x 84"H

**3' BOX HEDGE**  
72"W x 12"D x 36"H



**Argento Literature Rack**  
15"W x 12"D x 54"H  
(10 Pockets)



**Nero Literature Rack**  
15"W x 12"D x 54"H  
(10 Pockets)



**Alto Literature Rack**  
11"W x 10"D x 57"H  
(6 Pockets)



**Plexi Display Unit**  
17"Square x 48"H (Base)  
17"Square x 20"H (Top)



**LED Acrylic Pedestal**  
17"Square x 42"H  
Includes built-in wireless  
LED lighting



**kool. GLO Pedestal**  
24"Square x 42"H (Bar Height)  
24"Square x 30"H (Café Height)  
Includes built-in wireless  
LED lighting

Remit to:



10801 Plantside Drive, Louisville, Kentucky 40299-2419  
Telephone: 502.266.5101 Fax: 502.266.5102  
Email: [orders@genexpo.com](mailto:orders@genexpo.com)

# Ultra Beauty FLC #8582-24 Custom Furniture Rental Order Form - Page 1 of 15

**Discount Deadline Date: Wednesday, March 13, 2024**  
**Cancellation Policy:** Cancellation *after* order processing will be at 10% of prevailing rate. Cancellation *after* delivery will be at 100% of prevailing rate.  
**Late Request:** Requests after deadline will be filled as available.

## Sofas & Loveseats - Brochure Pages 20 - 23

Qty.	Description	Discount	Standard	Total
	(4785) Aurora Sofa	\$ 1,270.00	\$ 1,905.00	
	(4786) Cromwell Sofa	\$ 1,270.00	\$ 1,905.00	
	(4787) Mango Sofa	\$ 1,270.00	\$ 1,905.00	
	(4788) Penelope Sofa	\$ 1,270.00	\$ 1,905.00	
	(4789) Zeppelin Sectional	\$ 2,273.00	\$ 3,410.00	
	(4784) Niko Sofa	\$ 1,118.00	\$ 1,677.00	
	(4339) Catalina 2-Piece Sectional	\$ 3,267.00	\$ 4,901.00	
	(4340) Jade Sofa	\$ 1,049.00	\$ 1,574.00	
	(4341) Oliver Sofa	\$ 1,270.00	\$ 1,905.00	
	(4343) Monaco Sofa	\$ 1,357.00	\$ 2,036.00	
	(4346) Winston Sofa	\$ 1,270.00	\$ 1,905.00	
	(4664) Suave Midnight Sofa	\$ 791.00	\$ 1,187.00	
	(4667) Grammercy Sofa	\$ 1,006.00	\$ 1,509.00	
	(4677) Chandler Sofa	\$ 903.00	\$ 1,355.00	
	(4659) Metro Sofa	\$ 903.00	\$ 1,355.00	
	(4301) Blanc Sofa	\$ 1,099.00	\$ 1,649.00	
	(4654) Sophistication Sofa	\$ 1,083.00	\$ 1,625.00	
	(4351) Costa Sofa	\$ 1,134.00	\$ 1,701.00	
	(4504) Evoke Sofa	\$ 1,365.00	\$ 2,048.00	
	(4570) Baja Sofa	\$ 1,258.00	\$ 1,887.00	
	(4665) Suave Midnight Loveseat	\$ 687.00	\$ 1,031.00	
	(4678) Chandler Loveseat	\$ 869.00	\$ 1,304.00	
	(4668) Grammercy Loveseat	\$ 876.00	\$ 1,314.00	
	(4660) Metro Loveseat	\$ 869.00	\$ 1,304.00	
	(4302) Blanc Loveseat	\$ 1,049.00	\$ 1,574.00	
	(4655) Sophistication Loveseat	\$ 732.00	\$ 1,098.00	
	(4650) Continental Reverse Curved Loveseat	\$ 1,049.00	\$ 1,574.00	
	(4649) Continental Curved Loveseat	\$ 1,083.00	\$ 1,625.00	
	(4359) Grammercy Chaise	\$ 748.00	\$ 1,122.00	
	(4790) Niko Loveseat	\$ 1,022.00	\$ 1,533.00	

Page 20

Page 21

Page 22

Pg. 23

**Subtotal This Form: \$ \_\_\_\_\_**

Copy this subtotal to the **Payment Authorization Form** where **6.5% SALES TAX** will be calculated.

**Payment Policy: Advance Discount:** To obtain the discount pricing, your order with full payment must be received by the deadline date published above. Any orders received before the deadline date without payment will be charged at the standard rates.

**Yes, I have reviewed the Payment Policy and enclosed the Payment Form.**  
All orders are subject to the terms and conditions as outlined on the payment form.

**Booth Number:** \_\_\_\_\_

Company Name \_\_\_\_\_ Phone \_\_\_\_\_

Street Address \_\_\_\_\_ Fax \_\_\_\_\_

City / State / Zip \_\_\_\_\_ Print Name \_\_\_\_\_

Email \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

Remit to:



10801 Plantside Drive, Louisville, Kentucky 40299-2419  
 Telephone: 502.266.5101 Fax: 502.266.5102  
 Email: [orders@genexpo.com](mailto:orders@genexpo.com)

**Ultra Beauty FLC #8582-24**  
**Custom Furniture Rental**  
**Order Form - Page 2 of 15**

**Discount Deadline Date: Wednesday, March 13, 2024**  
**Cancellation Policy:** Cancellation *after* order processing will be at 10% of prevailing rate. Cancellation *after* delivery will be at 100% of prevailing rate.  
**Late Request:** Requests after deadline will be filled as available.

**Chairs - Brochure Pages 24 - 27**

Page 24

Page 25

Page 26

Page 27

Qty.	Description	Discount	Standard	Total
	(4791) Aurora Chair	\$ 756.00	\$ 1,134.00	
	(4792) Cromwell Chair	\$ 756.00	\$ 1,134.00	
	(4793) Mango Chair	\$ 756.00	\$ 1,134.00	
	(4794) Penelope Chair	\$ 756.00	\$ 1,134.00	
	(4795) Niko Chair	\$ 851.00	\$ 1,277.00	
	(4363) Jade Chair	\$ 612.00	\$ 918.00	
	(4364) Oliver Chair	\$ 756.00	\$ 1,134.00	
	(4366) Monaco Chair	\$ 842.00	\$ 1,263.00	
	(4373) Winston Chair	\$ 732.00	\$ 1,098.00	
	(4666) Suave Midnight Chair	\$ 516.00	\$ 774.00	
	(4512) Midnight Stage Chair	\$ 336.00	\$ 504.00	
	(4513) Chamois Stage Chair	\$ 336.00	\$ 504.00	
	(4514) Buckskin Stage Chair	\$ 336.00	\$ 504.00	
	(4575) Bianca Stage Chair	\$ 386.00	\$ 579.00	
	(4669) Grammercy Chair	\$ 560.00	\$ 840.00	
	(4306) Grammercy Corner	\$ 645.00	\$ 968.00	
	(4679) Chandler Chair	\$ 679.00	\$ 1,019.00	
	(4661) Metro Chair	\$ 679.00	\$ 1,019.00	
	(4571) Baja Chair	\$ 788.00	\$ 1,182.00	
	(4515) Empire Chair - <i>Circle Color: Black or White</i>	\$ 602.00	\$ 903.00	
	(4773) Monarch Chair	\$ 385.00	\$ 578.00	
	(4303) Blanc Chair	\$ 876.00	\$ 1,314.00	
	(4656) Sophistication Chair	\$ 549.00	\$ 824.00	
	(4647) Function Chair	\$ 560.00	\$ 840.00	
	(4648) Function Corner	\$ 602.00	\$ 903.00	
	(4380) Costa Chair	\$ 612.00	\$ 918.00	
	(4505) Evoke Chair	\$ 732.00	\$ 1,098.00	
	(4487) Boca Corner - Black	\$ 602.00	\$ 903.00	
	(4488) Boca Armless Chair - Black	\$ 560.00	\$ 840.00	
	(4774) Boca Corner - Charged - White	\$ 687.00	\$ 1,031.00	

**Subtotal This Form: \$ \_\_\_\_\_**

Copy this subtotal to the **Payment Authorization Form** where **6.5% SALES TAX** will be calculated.

**Payment Policy: Advance Discount:** To obtain the discount pricing, your order with full payment must be received by the deadline date published above. Any orders received before the deadline date without payment will be charged at the standard rates.

**Yes, I have reviewed the Payment Policy and enclosed the Payment Form.**  
 All orders are subject to the terms and conditions as outlined on the payment form.

**Booth Number:** \_\_\_\_\_

Company Name \_\_\_\_\_ Phone \_\_\_\_\_

Street Address \_\_\_\_\_ Fax \_\_\_\_\_

City / State / Zip \_\_\_\_\_ Print Name \_\_\_\_\_

Email \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

Remit to:



10801 Plantside Drive, Louisville, Kentucky 40299-2419  
 Telephone: 502.266.5101 Fax: 502.266.5102  
 Email: [orders@genexpo.com](mailto:orders@genexpo.com)

# Ultra Beauty FLC #8582-24

## Custom Furniture Rental

### Order Form - Page 3 of 15

**Discount Deadline Date: Wednesday, March 13, 2024**  
**Cancellation Policy:** Cancellation *after* order processing will be at 10% of prevailing rate. Cancellation *after* delivery will be at 100% of prevailing rate.  
**Late Request:** Requests after deadline will be filled as available.

#### Chairs, Ottomans, Benches & Banquettes - Brochure Pages 27 - 34

Pg. 27  
Page 28  
Page 29  
Page 30  
Pg. 32  
Pg. 33  
Pg. 34

Qty.	Description	Discount	Standard	Total
	(4775) Boca Armless Chair - Charged - White	\$ 636.00	\$ 954.00	
	(4314) Patrice Tablet Chair - Charged	\$ 663.00	\$ 995.00	
	(4796) Luxe Chartreuse Ottoman	\$ 1,634.00	\$ 2,451.00	
	(4797) Luxe Almond Brittle Ottoman	\$ 1,634.00	\$ 2,451.00	
	(4798) Luxe California Wine Ottoman	\$ 1,737.00	\$ 2,606.00	
	(4799) Luxe Victory Blue Ottoman	\$ 2,758.00	\$ 4,137.00	
	(4800) Mango Ottoman	\$ 431.00	\$ 647.00	
	(4801) Penelope Ottoman	\$ 431.00	\$ 647.00	
	(4382) Jade Bench Ottoman	\$ 466.00	\$ 699.00	
	(4384) Monaco Bench Ottoman	\$ 490.00	\$ 735.00	
	(4385) Winston Bench Ottoman	\$ 466.00	\$ 699.00	
	(4680) Leather Bench Ottoman - Chandler - Red	\$ 466.00	\$ 699.00	
	(4337) Leather Bench Ottoman - White	\$ 466.00	\$ 699.00	
	(4663) Leather Bench Ottoman - Metro - Black	\$ 466.00	\$ 699.00	
	(4689) Leather Bench Ottoman - Grammercy - Charcoal	\$ 466.00	\$ 699.00	
	(4315) Lincoln Bench - Charged	\$ 1,006.00	\$ 1,509.00	
	(4304) Blanc Bench Ottoman - Bright White Leather	\$ 527.00	\$ 791.00	
	(4645) Square Leather Ottoman - White	\$ 466.00	\$ 699.00	
	(4662) Square Leather Ottoman - Metro - Black	\$ 466.00	\$ 699.00	
	(4688) Square Leather Ottoman - Grammercy - Charcoal	\$ 466.00	\$ 699.00	
	(4652) Continental Curved Bench	\$ 549.00	\$ 824.00	
	(4691) Round Leather Ottoman - Grammercy - Charcoal	\$ 466.00	\$ 699.00	
	(4646) Round Leather Ottoman - White	\$ 466.00	\$ 699.00	
	(4401) Element Bench	\$ 431.00	\$ 647.00	
	(4529) Essentials Storage Ottoman	\$ 645.00	\$ 968.00	
	(4528) Essentials Banquette - (2 Pieces)	\$ 1,365.00	\$ 2,048.00	
	(4695) Grammercy Banquette - (2 Pieces)	\$ 1,365.00	\$ 2,048.00	
	(4530) Essentials Turning Bed	\$ 1,640.00	\$ 2,460.00	
	(4696) Essentials Turning Bed - Charged	\$ 1,820.00	\$ 2,730.00	
	(4802) Rubix Cube Ottoman - <i>Circle color choice below:</i> <i>Cherry, Cromwell, Grape, Lemon, Lime &amp; Mango</i>	\$ 184.00	\$ 276.00	

**Subtotal This Form: \$ \_\_\_\_\_**

Copy this subtotal to the **Payment Authorization Form** where **6.5% SALES TAX** will be calculated.

**Payment Policy: Advance Discount:** To obtain the discount pricing, your order with full payment must be received by the deadline date published above. Any orders received before the deadline date without payment will be charged at the standard rates.

**Yes, I have reviewed the Payment Policy and enclosed the Payment Form.**  
 All orders are subject to the terms and conditions as outlined on the payment form.

**Booth Number:** \_\_\_\_\_

Company Name \_\_\_\_\_ Phone \_\_\_\_\_  
 Street Address \_\_\_\_\_ Fax \_\_\_\_\_  
 City / State / Zip \_\_\_\_\_ Print Name \_\_\_\_\_  
 Email \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_



Remit to:



10801 Plantside Drive, Louisville, Kentucky 40299-2419  
Telephone: 502.266.5101 Fax: 502.266.5102  
Email: [orders@genexpo.com](mailto:orders@genexpo.com)

# Ulta Beauty FLC #8582-24 Custom Furniture Rental Order Form - Page 4 of 15

**Discount Deadline Date: Wednesday, March 13, 2024**  
**Cancellation Policy:** Cancellation *after* order processing will be at 10% of prevailing rate. Cancellation *after* delivery will be at 100% of prevailing rate.  
**Late Request:** Requests after deadline will be filled as available.

## Ottomans, Chairs & Cafe Tables - Brochure Pages 34 - 36

Page 34

Page 35

Page 36

Qty.	Description	Discount	Standard	Total
	(4808) Benton Cube Ottoman - <i>Circle color choice below: Blue, Bronze, Gold &amp; Silver</i>	\$ 184.00	\$ 276.00	
	(4812) Luxe Cube Ottoman - <i>Circle color choice below: Hot Pink or Tropical Splash</i>	\$ 614.00	\$ 921.00	
	(4508) Evoke Cube Table	\$ 293.00	\$ 440.00	
	(4305) Blanc Cube Ottoman	\$ 184.00	\$ 276.00	
	(4704) Metro Cube Ottoman	\$ 184.00	\$ 276.00	
	(4408) Ghost Chair	\$ 207.00	\$ 311.00	
	(4329) Clara Chair	\$ 207.00	\$ 311.00	
	(4814) Milo Chair - <i>Circle color choice below: Chartreuse, White, Black, Jade, Chocolate, Victory Blue &amp; California Wine</i>	\$ 181.00	\$ 272.00	
	(4740) Elio Chair	\$ 184.00	\$ 276.00	
	(4588) Leslie Chair	\$ 163.00	\$ 245.00	
	(4738) Vienna Chair - Orange	\$ 217.00	\$ 326.00	
	(4737) Vienna Chair - Smoke Grey	\$ 217.00	\$ 326.00	
	(4739) Vienna Chair - Teal	\$ 217.00	\$ 326.00	
	(4594) Caprice Chair	\$ 184.00	\$ 276.00	
	(4595) Criss Cross Chair - White	\$ 207.00	\$ 311.00	
	(4596) Criss Cross Chair - Espresso	\$ 207.00	\$ 311.00	
	(4591) Regal Dining Chair	\$ 259.00	\$ 389.00	
	(4803) Colin Chair	\$ 184.00	\$ 276.00	
	(4328) Nexus Chair	\$ 217.00	\$ 326.00	
	(4593) Sonic Chair	\$ 184.00	\$ 276.00	
	(4332) Fuze Cafe Table - <i>Circle Base Color: Black or Chrome</i>	\$ 370.00	\$ 555.00	
	(4755) Spectrum Cafe Table - <i>Base Color: Black or Chrome Circle Top Color: Red, Purple, Green or Blue</i>	\$ 354.00	\$ 531.00	
	(4754) Cafe Table - Square - Blanco (White Top) <i>Circle Base Color: Black or Chrome</i>	\$ 327.00	\$ 491.00	
	(4753) Cafe Table - Rectangle - Blanco (White Top) <i>Circle Base Color: Black or Chrome</i>	\$ 508.00	\$ 762.00	

**Subtotal This Form: \$ \_\_\_\_\_**

Copy this subtotal to the **Payment Authorization Form** where **6.5% SALES TAX** will be calculated.

**Payment Policy: Advance Discount:** To obtain the discount pricing, your order with full payment must be received by the deadline date published above. Any orders received before the deadline date without payment will be charged at the standard rates.

**Yes, I have reviewed the Payment Policy and enclosed the Payment Form.**  
All orders are subject to the terms and conditions as outlined on the payment form.

**Booth Number:** \_\_\_\_\_

Company Name \_\_\_\_\_ Phone \_\_\_\_\_

Street Address \_\_\_\_\_ Fax \_\_\_\_\_

City / State / Zip \_\_\_\_\_ Print Name \_\_\_\_\_

Email \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

Remit to:



10801 Plantside Drive, Louisville, Kentucky 40299-2419
Telephone: 502.266.5101 Fax: 502.266.5102
Email: orders@genexpo.com

Ultra Beauty FLC #8582-24
Custom Furniture Rental
Order Form - Page 5 of 15

Discount Deadline Date: Wednesday, March 13, 2024
Cancellation Policy: Cancellation after order processing will be at 10% of prevailing rate. Cancellation after delivery will be at 100% of prevailing rate.
Late Request: Requests after deadline will be filled as available.

Cafe & Dining Tables - Brochure Pages 36 - 37

Page 36

Page 37

Table with 5 columns: Qty., Description, Discount, Standard, Total. Rows include Cafe Tables Round with Black Base, Cafe Tables Round with Chrome Base, and Dining Tables.

Subtotal This Form: \$ \_\_\_\_\_

Copy this subtotal to the Payment Authorization Form where 6.5% SALES TAX will be calculated.

Payment Policy: Advance Discount: To obtain the discount pricing, your order with full payment must be received by the deadline date published above. Any orders received before the deadline date without payment will be charged at the standard rates.

Yes, I have reviewed the Payment Policy and enclosed the Payment Form. All orders are subject to the terms and conditions as outlined on the payment form.

Booth Number: \_\_\_\_\_

Company Name \_\_\_\_\_ Phone \_\_\_\_\_
Street Address \_\_\_\_\_ Fax \_\_\_\_\_
City / State / Zip \_\_\_\_\_ Print Name \_\_\_\_\_
Email \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

Remit to:



10801 Plantside Drive, Louisville, Kentucky 40299-2419  
 Telephone: 502.266.5101 Fax: 502.266.5102  
 Email: [orders@genexpo.com](mailto:orders@genexpo.com)

**Ulta Beauty FLC #8582-24**  
**Custom Furniture Rental**  
**Order Form - Page 6 of 15**

**Discount Deadline Date: Wednesday, March 13, 2024**  
**Cancellation Policy:** Cancellation *after* order processing will be at 10% of prevailing rate. Cancellation *after* delivery will be at 100% of prevailing rate.  
**Late Request:** Requests after deadline will be filled as available.

**Cafe Tables, Bar Stools & Bar Tables - Brochure Pages 37 - 40**

Page 37

Page 38

Page 39

Page 40

Qty.	Description	Discount	Standard	Total
	(4422) Cylinder Cafe Table - 42" Top x 30"H Includes Built In Wireless LED Lighting	\$ 791.00	\$ 1,187.00	
	(4423) kool. GLO Cafe Table - 36" Square x 30"H Includes Built In Wireless LED Lighting	\$ 831.00	\$ 1,247.00	
	(4424) kool. GLO Cafe Table - 48" Square x 30"H Includes Built In Wireless LED Lighting	\$ 948.00	\$ 1,422.00	
	(4426) kool. GLO Cafe Table - 72"W x 24"D x 30"H Includes Built In Wireless LED Lighting	\$ 1,182.00	\$ 1,773.00	
	(4806) Milo Stool - <i>Circle color choice below:</i> <i>White, Black, Jade, Chocolate, Victory Blue</i> <i>California Wine &amp; Chartreuse</i>	\$ 293.00	\$ 440.00	
	(4732) Vienna Stool - Teal	\$ 344.00	\$ 516.00	
	(4731) Vienna Stool - Orange	\$ 344.00	\$ 516.00	
	(4730) Vienna Stool - Smoke Gray	\$ 344.00	\$ 516.00	
	(4327) Clara Stool	\$ 309.00	\$ 464.00	
	(4326) Nexus Stool	\$ 267.00	\$ 401.00	
	(4807) Colin Stool	\$ 259.00	\$ 389.00	
	(4734) Marcus Stool	\$ 234.00	\$ 351.00	
	(4427) Ghost Stool	\$ 259.00	\$ 389.00	
	(4568) Caprice Stool	\$ 320.00	\$ 480.00	
	(4569) Sonic Stool	\$ 259.00	\$ 389.00	
	(4386) Euro Stool	\$ 293.00	\$ 440.00	
	(4733) Equino Stool - <i>Circle Color: White or Black</i>	\$ 320.00	\$ 480.00	
	(4556) Criss Cross Stool - Espresso	\$ 309.00	\$ 464.00	
	(4555) Criss Cross Stool - White	\$ 309.00	\$ 464.00	
	(4566) Regal Stool	\$ 320.00	\$ 480.00	
	(4574) Baja Stool	\$ 163.00	\$ 245.00	
	(4330) Fuze Bar Table - <i>Circle Base Color: Black or Chrome</i>	\$ 370.00	\$ 555.00	
	(4748) Spectrum Bar Table - <i>Base Color: Black or Chrome</i> <i>Circle Top Color: Blue, Green, Purple or Red</i>	\$ 354.00	\$ 531.00	

**Subtotal This Form: \$ \_\_\_\_\_**

Copy this subtotal to the **Payment Authorization Form** where **6.5% SALES TAX** will be calculated.

**Payment Policy: Advance Discount:** To obtain the discount pricing, your order with full payment must be received by the deadline date published above. Any orders received before the deadline date without payment will be charged at the standard rates.

**Yes, I have reviewed the Payment Policy and enclosed the Payment Form.**  
 All orders are subject to the terms and conditions as outlined on the payment form.

**Booth Number:** \_\_\_\_\_

Company Name \_\_\_\_\_ Phone \_\_\_\_\_  
 Street Address \_\_\_\_\_ Fax \_\_\_\_\_  
 City / State / Zip \_\_\_\_\_ Print Name \_\_\_\_\_  
 Email \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

Remit to:



10801 Plantside Drive, Louisville, Kentucky 40299-2419  
 Telephone: 502.266.5101 Fax: 502.266.5102  
 Email: [orders@genexpo.com](mailto:orders@genexpo.com)

**Ultra Beauty FLC #8582-24**  
**Custom Furniture Rental**  
**Order Form - Page 7 of 15**

**Discount Deadline Date: Wednesday, March 13, 2024**  
**Cancellation Policy:** Cancellation *after* order processing will be at 10% of prevailing rate. Cancellation *after* delivery will be at 100% of prevailing rate.  
**Late Request:** Requests after deadline will be filled as available.

**Bar Tables - Brochure Pages 40 - 41**

Qty.	Description	Discount	Standard	Total
<b>BAR TABLES WITH TULIP BASE</b>				
(4429)	Spectrum Bar Table with Tulip Base <i>Circle Top Color: Blue, Green, Purple or Red</i>	\$ 405.00	\$ 608.00	
(4430)	Park Avenue Bar Table - 30" Round x 42"H - Maple Top	\$ 379.00	\$ 569.00	
(4809)	Walnut Bar Table - 32" Round x 42"H	\$ 516.00	\$ 774.00	
(4431)	Silk Bar Table - 30" Round x 42"H - Black Top	\$ 379.00	\$ 569.00	
(4432)	Blanco Round Bar Table - 30" Round x 42"H - White Top	\$ 379.00	\$ 569.00	
<b>BAR TABLES WITH BLACK BASE</b>				
(4395)	Euro Bar Table - 30" Round x 42"H - Black Top	\$ 327.00	\$ 491.00	
(4396)	Euro Bar Table - 36" Round x 42"H - Black Top	\$ 336.00	\$ 504.00	
(4746)	Summit Bar Table - 30" Round x 42"H - White Top	\$ 327.00	\$ 491.00	
(4747)	Summit Bar Table - 36" Round x 42"H - White Top	\$ 336.00	\$ 504.00	
(4744)	City Bar Table - 30" Round x 42"H - Maple Top	\$ 327.00	\$ 491.00	
(4745)	City Bar Table - 36" Round x 42"H - Maple Top	\$ 336.00	\$ 504.00	
(4810)	Walnut Bar Table - 32" Round x 42"H	\$ 466.00	\$ 699.00	
<b>BAR TABLES WITH CHROME BASE</b>				
(4603)	Blanco Round Bar Table - 30" Round x 42"H - White Top	\$ 327.00	\$ 491.00	
(4604)	Blanco Round Bar Table - 36" Round x 42"H - White Top	\$ 336.00	\$ 504.00	
(4371)	Silk Bar Table - 30" Round x 42"H - Black Top	\$ 327.00	\$ 491.00	
(4372)	Silk Bar Table - 36" Round x 42"H - Black Top	\$ 336.00	\$ 504.00	
(4406)	Park Ave Bar Table - 30" Round x 42"H - Maple Top	\$ 327.00	\$ 491.00	
(4407)	Park Ave Bar Table - 36" Round x 42"H - Maple Top	\$ 336.00	\$ 504.00	
(4811)	Walnut Bar Table - 32" Round x 42"H	\$ 466.00	\$ 699.00	
(4741)	Aspen Bar Table - <i>Circle Top Color: White, Black or Maple</i>	\$ 911.00	\$1367.00	
(4776)	Aspen Bar Table - Charged	\$ 1,065.00	\$1,598.00	
(4743)	Bar Table - Rectangle - Blanco White Top <i>Circle Base Color: Black or Chrome</i>	\$ 508.00	\$ 762.00	
(4434)	Bar Table - Rectangle - Blanco White Top with Tulip Bases	\$ 609.00	\$ 914.00	
(4742)	Bar Table - Square - Blanco White Top <i>Circle Base Color: Black or Chrome</i>	\$ 363.00	\$ 545.00	

Page 40

Page 41

**Subtotal This Form: \$ \_\_\_\_\_**

Copy this subtotal to the **Payment Authorization Form** where **6.5% SALES TAX** will be calculated.

**Payment Policy: Advance Discount:** To obtain the discount pricing, your order with full payment must be received by the deadline date published above. Any orders received before the deadline date without payment will be charged at the standard rates.

**Yes, I have reviewed the Payment Policy and enclosed the Payment Form.**  
 All orders are subject to the terms and conditions as outlined on the payment form.

**Booth Number:** \_\_\_\_\_

Company Name \_\_\_\_\_ Phone \_\_\_\_\_  
 Street Address \_\_\_\_\_ Fax \_\_\_\_\_  
 City / State / Zip \_\_\_\_\_ Print Name \_\_\_\_\_  
 Email \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_



Remit to:



10801 Plantside Drive, Louisville, Kentucky 40299-2419  
 Telephone: 502.266.5101 Fax: 502.266.5102  
 Email: [orders@genexpo.com](mailto:orders@genexpo.com)

**Ulta Beauty FLC #8582-24**  
**Custom Furniture Rental**  
**Order Form - Page 8 of 15**

**Discount Deadline Date: Wednesday, March 13, 2024**  
**Cancellation Policy:** Cancellation *after* order processing will be at 10% of prevailing rate. Cancellation *after* delivery will be at 100% of prevailing rate.  
**Late Request:** Requests after deadline will be filled as available.

**Bar & Cocktail Tables - Brochure Pages 41 - 42**

Page 41

Page 42

Qty.	Description	Discount	Standard	Total
	(4813) Bar Table - Square - Blanco White Top with <b>Tulip Base</b>	\$ 422.00	\$ 633.00	
	(4435) Memphis Square Bar Table	\$ 791.00	\$ 1,187.00	
	(4436) Memphis Rectangle Bar Table	\$ 961.00	\$ 1,442.00	
	(4437) Java Bar Table	\$ 549.00	\$ 824.00	
	(4331) Zinc Bar Table - Chrome	\$ 490.00	\$ 735.00	
	(4438) Ava Bar Table	\$ 629.00	\$ 944.00	
	(4440) 4' Cylinder Buffet Table - 42"H Includes Built In Wireless LED Lighting	\$ 834.00	\$ 1,251.00	
	(4441) 6' Cylinder Buffet Table - 42"H Includes Built In Wireless LED Lighting	\$ 903.00	\$ 1,355.00	
	(4442) Cylinder Bar Table - 30" Top x 42"H Includes Built In Wireless LED Lighting	\$ 549.00	\$ 824.00	
	(4443) Cylinder Bar Table with 42" Top x 42"H Includes Built In Wireless LED Lighting	\$ 791.00	\$ 1,187.00	
	(4445) Hourglass Bar Table - 36" Round x 42"H Includes Built In Wireless LED Lighting	\$ 560.00	\$ 840.00	
	(4446) LED Acrylic High Top Table - 30" Square x 42"H Includes Built In Wireless LED Lighting	\$ 732.00	\$ 1,098.00	
	(4447) kool. GLO Bar Table - 36" Square x 42"H Includes Built In Wireless LED Lighting	\$ 831.00	\$ 1,247.00	
	(4448) kool. GLO Bar Table - 48" Square x 42"H Includes Built In Wireless LED Lighting	\$ 948.00	\$ 1,422.00	
	(4450) kool. GLO Bar Table - 72"W x 24"D x 42"H Includes Built In Wireless LED Lighting	\$ 1,182.00	\$ 1,773.00	
	(4572) Baja Bar Table	\$ 426.00	\$ 639.00	
	(4841) Greystone Cocktail Table	\$ 397.00	\$ 596.00	
	(4451) Pentagram Cocktail Table	\$ 397.00	\$ 596.00	
	(4453) Quasar Cocktail Table	\$ 397.00	\$ 596.00	
	(4317) Fuze Cocktail Table	\$ 397.00	\$ 596.00	
	(4320) London Cocktail Table	\$ 397.00	\$ 596.00	
	(4454) Ava Cocktail Table	\$ 466.00	\$ 699.00	

**Subtotal This Form: \$ \_\_\_\_\_**

Copy this subtotal to the **Payment Authorization Form** where **6.5% SALES TAX** will be calculated.

**Payment Policy: Advance Discount:** To obtain the discount pricing, your order with full payment must be received by the deadline date published above. Any orders received before the deadline date without payment will be charged at the standard rates.

**Yes, I have reviewed the Payment Policy and enclosed the Payment Form.**  
 All orders are subject to the terms and conditions as outlined on the payment form.

**Booth Number:** \_\_\_\_\_

Company Name \_\_\_\_\_ Phone \_\_\_\_\_

Street Address \_\_\_\_\_ Fax \_\_\_\_\_

City / State / Zip \_\_\_\_\_ Print Name \_\_\_\_\_

Email \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

Remit to:



10801 Plantside Drive, Louisville, Kentucky 40299-2419  
 Telephone: 502.266.5101 Fax: 502.266.5102  
 Email: [orders@genexpo.com](mailto:orders@genexpo.com)

# Ulta Beauty FLC #8582-24

## Custom Furniture Rental

### Order Form - Page 9 of 15

**Discount Deadline Date: Wednesday, March 13, 2024**  
**Cancellation Policy:** Cancellation *after* order processing will be at 10% of prevailing rate. Cancellation *after* delivery will be at 100% of prevailing rate.  
**Late Request:** Requests after deadline will be filled as available.

#### Cocktail, Console & End Tables - Brochure Pages 42 - 47

Page 42 - 43

Page 44

Page 46

Page 47

Qty.	Description	Discount	Standard	Total
	(4710) Aria Cocktail Table <i>Circle Color: White, Charcoal, Purple, Red, Blue or Green</i>	\$ 344.00	\$ 516.00	
	(4544) Novel Cocktail Table	\$ 466.00	\$ 699.00	
	(4324) Brooklyn Rectangle Cocktail Table	\$ 336.00	\$ 504.00	
	(4325) Brooklyn Round Cocktail Table	\$ 336.00	\$ 504.00	
	(4532) Tribeca Cocktail Table	\$ 344.00	\$ 516.00	
	(4777) Aspen Cocktail Table - Charged	\$ 602.00	\$ 903.00	
	(4573) Baja Cocktail Table	\$ 395.00	\$ 593.00	
	(4815) Pia Cocktail Table	\$ 459.00	\$ 689.00	
	(4816) Shoreline Cocktail Table	\$437.00	\$ 656.00	
	(4473) Cube Cocktail Table - 24" Square x 16"H <i>Circle Color: White or Black</i>	\$ 327.00	\$ 491.00	
	(4456) Costa Cocktail Table	\$ 354.00	\$ 531.00	
	(4506) Evoke Cocktail Table	\$ 466.00	\$ 699.00	
	(4318) Fuze Console Table	\$ 431.00	\$ 647.00	
	(4817) Greystone Console Table	\$ 431.00	\$ 647.00	
	(4321) London Console Table	\$ 431.00	\$ 647.00	
	(4711) Aria Console Table - <i>Circle Color: White or Charcoal</i>	\$ 363.00	\$ 545.00	
	(4533) Tribeca Console Table	\$ 363.00	\$ 545.00	
	(4818) Pia End Table	\$ 394.00	\$ 591.00	
	(4463) Quasar End Table	\$ 354.00	\$ 531.00	
	(4464) Ava End Table	\$ 413.00	\$ 620.00	
	(4553) Pentagram End Table	\$ 354.00	\$ 531.00	
	(4316) Fuze End Table	\$ 354.00	\$ 531.00	
	(4319) London End Table	\$ 354.00	\$ 531.00	
	(4543) Novel End Table	\$ 413.00	\$ 620.00	
	(4822) Greystone End Table	\$ 354.00	\$ 531.00	
	(4819) Shoreline End Table	\$ 386.00	\$ 579.00	
	(4709) Aria End Table <i>Circle Color: Charcoal, White, Blue, Green, Purple or Red</i>	\$ 327.00	\$ 491.00	

**Subtotal This Form: \$ \_\_\_\_\_**

Copy this subtotal to the **Payment Authorization Form** where **6.5% SALES TAX** will be calculated.

**Payment Policy: Advance Discount:** To obtain the discount pricing, your order with full payment must be received by the deadline date published above. Any orders received before the deadline date without payment will be charged at the standard rates.

**Yes, I have reviewed the Payment Policy and enclosed the Payment Form.**  
 All orders are subject to the terms and conditions as outlined on the payment form.

**Booth Number:** \_\_\_\_\_

Company Name \_\_\_\_\_ Phone \_\_\_\_\_

Street Address \_\_\_\_\_ Fax \_\_\_\_\_

City / State / Zip \_\_\_\_\_ Print Name \_\_\_\_\_

Email \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

Remit to:



10801 Plantside Drive, Louisville, Kentucky 40299-2419  
 Telephone: 502.266.5101 Fax: 502.266.5102  
 Email: [orders@genexpo.com](mailto:orders@genexpo.com)

**Ulta Beauty FLC #8582-24**  
**Custom Furniture Rental**  
**Order Form - Page 10 of 15**

**Discount Deadline Date: Wednesday, March 13, 2024**  
**Cancellation Policy:** Cancellation *after* order processing will be at 10% of prevailing rate. Cancellation *after* delivery will be at 100% of prevailing rate.  
**Late Request:** Requests after deadline will be filled as available.

**Accent Tables, End Tables & Pedestals - Brochure Pages 48 - 50**

Page 48

Page 49

Page 50

Qty.	Description	Discount	Standard	Total
	(4820) Eden Accent Table - Large	\$ 286.00	\$ 429.00	
	(4821) Eden Accent Table - Small	\$ 259.00	\$ 389.00	
	(4323) Brooklyn Round End Table	\$ 327.00	\$ 491.00	
	(4322) Brooklyn Square End Table	\$ 327.00	\$ 491.00	
	(4531) Tribeca End Table	\$ 327.00	\$ 491.00	
	(4472) Cube End Table - 24" Square x 21"H <i>Circle Color: White or Black</i>	\$ 336.00	\$ 504.00	
	(4507) Evoke End Table	\$ 413.00	\$ 620.00	
	(4475) Java Accent Table	\$ 302.00	\$ 453.00	
	(4478) Azaria Accent Table	\$ 363.00	\$ 545.00	
	(4479) Porto Accent Table	\$ 363.00	\$ 545.00	
	(4482) Oyster Accent Table	\$ 363.00	\$ 545.00	
	(4823) Sirona Accent Table	\$ 293.00	\$ 440.00	
	(4484) Reagan Table	\$ 302.00	\$ 453.00	
	(4721) Phoebe Table - Rose	\$ 217.00	\$ 326.00	
	(4723) Phoebe Table - Teal	\$ 217.00	\$ 326.00	
	(4720) Phoebe Table - Lime Green	\$ 217.00	\$ 326.00	
	(4722) Phoebe Table - Gold	\$ 217.00	\$ 326.00	
	(4719) Phoebe Table - Yellow	\$ 217.00	\$ 326.00	
	(4485) Phoebe Table - Hazelnut	\$ 217.00	\$ 326.00	
	(4486) Mon End Table	\$ 234.00	\$ 351.00	
	(4489) Oro Mirrored Cube	\$ 217.00	\$ 326.00	
	(4491) Light Cylinder End Table	\$ 363.00	\$ 545.00	
	(4724) Hylton Tablet Table	\$ 293.00	\$ 440.00	
	(4634) Fuze Pedestal	\$ 370.00	\$ 555.00	
	(4465) London Pedestal	\$ 370.00	\$ 555.00	
	(4492) kool. GLO Pedestal - 24" Square x 42"H ( <i>Bar Height</i> )	\$ 710.00	\$ 1,065.00	
	(4493) kool. GLO Pedestal - 24" Square x 30"H ( <i>Cafe Height</i> )	\$ 710.00	\$ 1,065.00	
	(4771) Locking Pedestal - <i>Circle Color: Black or White</i>	\$ 671.00	\$ 1,007.00	
	(4462) Display Pedestal - 14" Square x 42"H - Black	\$ 448.00	\$ 672.00	
	(4468) Display Pedestal - 14" Square x 42"H - White	\$ 448.00	\$ 672.00	

**Subtotal This Form: \$ \_\_\_\_\_**

Copy this subtotal to the **Payment Authorization Form** where **6.5% SALES TAX** will be calculated.

**Payment Policy: Advance Discount:** To obtain the discount pricing, your order with full payment must be received by the deadline date published above. Any orders received before the deadline date without payment will be charged at the standard rates.

**Yes, I have reviewed the Payment Policy and enclosed the Payment Form.**  
 All orders are subject to the terms and conditions as outlined on the payment form.

**Booth Number:** \_\_\_\_\_

Company Name \_\_\_\_\_ Phone \_\_\_\_\_

Street Address \_\_\_\_\_ Fax \_\_\_\_\_

City / State / Zip \_\_\_\_\_ Print Name \_\_\_\_\_

Email \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

Remit to:



10801 Plantside Drive, Louisville, Kentucky 40299-2419  
 Telephone: 502.266.5101 Fax: 502.266.5102  
 Email: [orders@genexpo.com](mailto:orders@genexpo.com)

**Ulta Beauty FLC #8582-24**  
**Custom Furniture Rental**  
**Order Form - Page 11 of 15**

**Discount Deadline Date: Wednesday, March 13, 2024**  
**Cancellation Policy:** Cancellation *after* order processing will be at 10% of prevailing rate. Cancellation *after* delivery will be at 100% of prevailing rate.  
**Late Request:** Requests after deadline will be filled as available.

**Pedestals & Bars - Brochure Pages 50 - 53**

Page 50

Page 52

Page 53

Qty.	Description	Discount	Standard	Total
	(4631) Display Pedestal - 18" Square x 42"H - Black	\$ 500.00	\$ 750.00	
	(4630) Display Pedestal - 24" Square x 42"H - Black	\$ 543.00	\$ 815.00	
	(4467) Display Pedestal - 14" Square x 36"H - White	\$ 379.00	\$ 569.00	
	(4461) Display Pedestal - 14" Square x 36"H - Black	\$ 379.00	\$ 569.00	
	(4469) Display Pedestal - 24" Square x 36"H - Black	\$ 543.00	\$ 815.00	
	(4471) Display Pedestal - 24" Square x 36"H - White	\$ 543.00	\$ 815.00	
	(4460) Display Pedestal - 14" Square x 30"H - Black	\$ 354.00	\$ 531.00	
	(4466) Display Pedestal - 14" Square x 30"H - White	\$ 354.00	\$ 531.00	
	(4633) Display Pedestal - 18" Square x 30"H - Black	\$ 363.00	\$ 545.00	
	(4632) Display Pedestal - 24" Square x 30"H - Black	\$ 490.00	\$ 735.00	
	(4498) Meridian Bar - Harlequin Silver <i>Includes Built In Wireless LED Lighting</i>	\$ 1,555.00	\$ 2,333.00	
	(4499) Meridian Bar - White Wave <i>Includes Built In Wireless LED Lighting</i>	\$ 1,555.00	\$ 2,333.00	
	(4500) Noir Bar - Gatsby Gold <i>Includes Built In Wireless LED Lighting</i>	\$ 1,555.00	\$ 2,333.00	
	(4501) Noir Bar - Bubble Black <i>Includes Built In Wireless LED Lighting</i>	\$ 1,555.00	\$ 2,333.00	
	(4502) Umber Bar	\$ 1,193.00	\$ 1,790.00	
	(4459) Agile Bar - <b>Circle Color: White or Black</b>	\$ 549.00	\$ 824.00	
	(4516) VIP Glow Bar - 96"W x 24"D x 42"H (8') <i>Includes Built In Wireless LED Lighting</i>	\$ 1,365.00	\$ 2,048.00	
	(4399) Branding for front panel of 8' VIP Glow Bar <i>Branding Dimensions: 93.75"W x 41.25"H (Include 1" bleed)</i> <i>Visible Dimensions: 91.75"W x 39.25"H</i>	\$ 650.00	\$ 975.00	
	(4726) VIP Glow Bar - 72"W x 24"D x 42"H (6') <i>Includes Built In Wireless LED Lighting</i>	\$ 1,193.00	\$ 1,790.00	
	(4399) Branding for front panel of 6' VIP Glow Bar <i>Branding Dimensions: 69.75"W x 41.25"H (Include 1" bleed)</i> <i>Visible Dimensions: 67.75"W x 39.25"H</i>	\$ 520.00	\$ 780.00	

**Subtotal This Form: \$ \_\_\_\_\_**

Copy this subtotal to the **Payment Authorization Form** where **6.5% SALES TAX** will be calculated.

**Payment Policy: Advance Discount:** To obtain the discount pricing, your order with full payment must be received by the deadline date published above. Any orders received before the deadline date without payment will be charged at the standard rates.

**Yes, I have reviewed the Payment Policy and enclosed the Payment Form.**  
 All orders are subject to the terms and conditions as outlined on the payment form.

**Booth Number:** \_\_\_\_\_

Company Name \_\_\_\_\_ Phone \_\_\_\_\_

Street Address \_\_\_\_\_ Fax \_\_\_\_\_

City / State / Zip \_\_\_\_\_ Print Name \_\_\_\_\_

Email \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_



Remit to:



10801 Plantside Drive, Louisville, Kentucky 40299-2419  
 Telephone: 502.266.5101 Fax: 502.266.5102  
 Email: [orders@genexpo.com](mailto:orders@genexpo.com)

**Ultra Beauty FLC #8582-24**  
**Custom Furniture Rental**  
**Order Form - Page 12 of 15**

**Discount Deadline Date: Wednesday, March 13, 2024**  
**Cancellation Policy:** Cancellation *after* order processing will be at 10% of prevailing rate. Cancellation *after* delivery will be at 100% of prevailing rate.  
**Late Request:** Requests after deadline will be filled as available.

**Bars, Bar Backs & Office Furnishings - Brochure Pages 53 - 55**

Page 53

Page 54

Page 55

Qty.	Description	Discount	Standard	Total
	(4727) VIP Glow Bar - 48"W x 24"D x 42"H (4') <i>Includes Built In Wireless LED Lighting</i>	\$ 1,006.00	\$ 1,509.00	
	(4399) Branding for front panel of 4' VIP Glow Bar <i>Branding Dimensions: 45"W x 41"H (Include 1" bleed)</i> <i>Visible Dimensions: 43"W x 39"H</i>	\$ 446.00	\$ 669.00	
	(4517) VIP Glow Bar Curve <i>Includes Built In Wireless LED Lighting</i>	\$ 1,555.00	\$ 2,333.00	
	(4399) Branding for VIP Glow Bar Curve <i>Branding Dimensions: 93.75"W x 41.25"H (Include 1" bleed)</i> <i>VIP Glow Bar Curve Visible Dimensions: 91.75"W x 39.25"H</i>	\$ 657.00	\$ 986.00	
	(4518) VIP Glow Bar Corner <i>Includes Built In Wireless LED Lighting</i>	\$ 560.00	\$ 840.00	
	(4399) Branding for VIP Glow Bar Corner ( <i>price per side</i> ) <i>Branding Dimensions: 23.875"W x 41.25"H (Include 1" bleed)</i> <i>Visible Dimensions: 21.875"W x 39.25H</i>	\$ 215.00	\$ 323.00	
	(4779) Blox Bar Back	\$ 687.00	\$ 1,031.00	
	(4780) Piazza Bar Back - <b>Circle Color: Black or White</b>	\$ 645.00	\$ 968.00	
	(4614) Executive Desk - Genoa - Mahogany	\$ 713.00	\$ 1,070.00	
	(4521) Executive Desk - Black	\$ 713.00	\$ 1,070.00	
	(4613) JR Executive Desk - Genoa Kneespace - Mahogany	\$ 687.00	\$ 1,031.00	
	(4765) JR Executive Desk - Black Double Pedestal	\$ 687.00	\$ 1,031.00	
	(4764) Storage Credenza - Black	\$ 602.00	\$ 903.00	
	(4612) Storage Credenza - Genoa - Mahogany	\$ 602.00	\$ 903.00	
	(4480) Computer Counter	\$ 336.00	\$ 504.00	
	(4481) Computer Desk	\$ 320.00	\$ 480.00	
	(4778) 8' Conference Table - Charged - White	\$ 1,434.00	\$ 2,151.00	
	(4334) 42" Round Conference Table - Black	\$ 456.00	\$ 684.00	
	(4449) 42" Round Conference Table - Mahogany	\$ 456.00	\$ 684.00	
	(4824) Command 10' Conference Table <b>Circle Color: Grey, Black or White</b>	\$ 1,006.00	\$ 1,509.00	

**Subtotal This Form: \$ \_\_\_\_\_**

Copy this subtotal to the **Payment Authorization Form** where **6.5% SALES TAX** will be calculated.

**Payment Policy: Advance Discount:** To obtain the discount pricing, your order with full payment must be received by the deadline date published above. Any orders received before the deadline date without payment will be charged at the standard rates.

**Yes, I have reviewed the Payment Policy and enclosed the Payment Form.**  
 All orders are subject to the terms and conditions as outlined on the payment form.

**Booth Number:** \_\_\_\_\_

Company Name \_\_\_\_\_ Phone \_\_\_\_\_

Street Address \_\_\_\_\_ Fax \_\_\_\_\_

City / State / Zip \_\_\_\_\_ Print Name \_\_\_\_\_

Email \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

Remit to:



10801 Plantside Drive, Louisville, Kentucky 40299-2419  
 Telephone: 502.266.5101 Fax: 502.266.5102  
 Email: [orders@genexpo.com](mailto:orders@genexpo.com)

**Ultra Beauty FLC #8582-24**  
**Custom Furniture Rental**  
**Order Form - Page 13 of 15**

**Discount Deadline Date: Wednesday, March 13, 2024**  
**Cancellation Policy:** Cancellation *after* order processing will be at 10% of prevailing rate. Cancellation *after* delivery will be at 100% of prevailing rate.  
**Late Request:** Requests after deadline will be filled as available.

**Office Furnishings - Brochure Pages 55 - 58**

Page 55

Page 56

Page 57

Page 58

Qty.	Description	Discount	Standard	Total
	(4825) Command 8' Conference Table <i>Circle Color: Grey, Black or White</i>	\$ 876.00	\$ 1,314.00	
	(4826) Command 6' Conference Table <i>Circle Color: Grey, Black or White</i>	\$ 815.00	\$ 1,223.00	
	(4525) Space High Back Chair	\$ 336.00	\$ 504.00	
	(4410) Enterprise High Back Chair	\$ 363.00	\$ 545.00	
	(4411) Enterprise Mid Back Chair	\$ 336.00	\$ 504.00	
	(4607) Tamiri High Back Chair	\$ 413.00	\$ 620.00	
	(4608) Tamiri Mid Back Chair	\$ 363.00	\$ 545.00	
	(4610) Accord High Back Chair - <i>Circle Color: White or Black</i>	\$ 516.00	\$ 774.00	
	(4758) Goal Drafting Fabric Stool - With Arms	\$ 293.00	\$ 440.00	
	(4759) Goal Drafting Fabric Stool - Armless	\$ 275.00	\$ 413.00	
	(4757) Goal Task Fabric Chair - Armless	\$ 251.00	\$ 377.00	
	(4756) Goal Task Fabric Chair - With Arms	\$ 275.00	\$ 413.00	
	(4526) Space Guest Chair	\$ 286.00	\$ 429.00	
	(4425) Enterprise Guest Chair	\$ 309.00	\$ 464.00	
	(4609) Tamiri Guest Chair	\$ 336.00	\$ 504.00	
	(4589) Comet Stack Chair - With Arms	\$ 251.00	\$ 377.00	
	(4444) Wood Bookcase - Mahogany	\$ 645.00	\$ 968.00	
	(4611) Wood Bookcase - Black	\$ 645.00	\$ 968.00	
	(4625) 2 Drawer Lateral File - 36"W x 18"D x 27"H	\$ 302.00	\$ 453.00	
	(4452) 2 Drawer Lateral File - 36"W x 20"D x 29"H	\$ 456.00	\$ 684.00	
	(4621) 2 Drawer Vertical File - 15"W x 25"D x 29"H - Letter	\$ 225.00	\$ 338.00	
	(4622) 2 Drawer Vertical File - 18"W x 25"D x 29"H - Legal	\$ 293.00	\$ 440.00	
	(4537) 2 Drawer Wood Lateral File - Black	\$ 456.00	\$ 684.00	
	(4527) 2 Drawer Wood Lateral File - Mahogany	\$ 456.00	\$ 684.00	
	(4627) 4 Drawer Lateral File - 36"W x 18"D x 54"H	\$ 370.00	\$ 555.00	
	(4623) 4 Drawer Vertical File - 15"W x 25"D x 52"H - Letter	\$ 302.00	\$ 453.00	
	(4624) 4 Drawer Vertical File - 18"W x 25"D x 52"H - Legal	\$ 336.00	\$ 504.00	
	(4629) Storage Cabinet	\$ 370.00	\$ 555.00	

**Subtotal This Form: \$ \_\_\_\_\_**

Copy this subtotal to the **Payment Authorization Form** where **6.5% SALES TAX** will be calculated.

**Payment Policy: Advance Discount:** To obtain the discount pricing, your order with full payment must be received by the deadline date published above. Any orders received before the deadline date without payment will be charged at the standard rates.

**Yes, I have reviewed the Payment Policy and enclosed the Payment Form.**  
 All orders are subject to the terms and conditions as outlined on the payment form.

**Booth Number:** \_\_\_\_\_

Company Name \_\_\_\_\_ Phone \_\_\_\_\_

Street Address \_\_\_\_\_ Fax \_\_\_\_\_

City / State / Zip \_\_\_\_\_ Print Name \_\_\_\_\_

Email \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

Remit to:



10801 Plantside Drive, Louisville, Kentucky 40299-2419  
 Telephone: 502.266.5101 Fax: 502.266.5102  
 Email: [orders@genexpo.com](mailto:orders@genexpo.com)

**Ultra Beauty FLC #8582-24**  
**Custom Furniture Rental**  
**Order Form - Page 14 of 15**

**Discount Deadline Date: Wednesday, March 13, 2024**  
**Cancellation Policy:** Cancellation *after* order processing will be at 10% of prevailing rate. Cancellation *after* delivery will be at 100% of prevailing rate.  
**Late Request:** Requests after deadline will be filled as available.

**Divider Walls & Accent Pillows - Brochure Pages 62 - 65**

Page 62

Page 63

Page 64

Page 65

Qty.	Description	Discount	Standard	Total
	(4827) Corbin Divider Wall <i>Circle Orientation: Vertical or Horizontal</i>	\$ 686.00	\$ 1,029.00	
	(4828) Vortex Divider Wall <i>Circle Orientation: Vertical or Horizontal</i>	\$ 686.00	\$ 1,029.00	
	(4829) Blaze Divider Wall <i>Circle Orientation: Vertical or Horizontal</i>	\$ 686.00	\$ 1,029.00	
	(4830) Corbin Pony Wall <i>Circle Top Choice: Pasadena, White Barn or Fire Steel</i>	\$ 1,370.00	\$ 2,055.00	
	(4831) Vortex Pony Wall <i>Circle Top Choice: Pasadena, White Barn or Fire Steel</i>	\$ 1,370.00	\$ 2,055.00	
	(4832) Blaze Pony Wall <i>Circle Top Choice: Pasadena, White Barn or Fire Steel</i>	\$ 1,370.00	\$ 2,055.00	
	(4538) Solid Accent Pillows - 16" Square <i>Requested color(s):</i>	\$ 62.00	\$ 93.00	
	(4539) Textured Accent Pillows - 18" Square <i>Requested color(s):</i>	\$ 62.00	\$ 93.00	
	(4576) Luxe Accent Pillows - 17" Square <i>Requested color(s):</i>	\$ 62.00	\$ 93.00	
	(4577) Benton Accent Pillows - 17" Square <i>Requested color(s):</i>	\$ 62.00	\$ 93.00	
	(4578) Romi Accent Pillows - 17" Square <i>Requested color(s):</i>	\$ 65.00	\$ 98.00	
	(4540) Patterned Accent Pillows - 16" Square <i>Requested color(s):</i>	\$ 62.00	\$ 93.00	

**Subtotal This Form: \$ \_\_\_\_\_**

Copy this subtotal to the **Payment Authorization Form** where **6.5% SALES TAX** will be calculated.

**Payment Policy: Advance Discount:** To obtain the discount pricing, your order with full payment must be received by the deadline date published above. Any orders received before the deadline date without payment will be charged at the standard rates.

**Yes, I have reviewed the Payment Policy and enclosed the Payment Form.**  
 All orders are subject to the terms and conditions as outlined on the payment form.

**Booth Number:** \_\_\_\_\_

Company Name \_\_\_\_\_ Phone \_\_\_\_\_  
 Street Address \_\_\_\_\_ Fax \_\_\_\_\_  
 City / State / Zip \_\_\_\_\_ Print Name \_\_\_\_\_  
 Email \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

Remit to:



10801 Plantside Drive, Louisville, Kentucky 40299-2419  
Telephone: 502.266.5101 Fax: 502.266.5102  
Email: [orders@genexpo.com](mailto:orders@genexpo.com)

# Ultra Beauty FLC #8582-24 Custom Furniture Rental Order Form - Page 15 of 15

**Discount Deadline Date: Wednesday, March 13, 2024**  
**Cancellation Policy:** Cancellation *after* order processing will be at 10% of prevailing rate. Cancellation *after* delivery will be at 100% of prevailing rate.  
**Late Request:** Requests after deadline will be filled as available.

## Lighting & Accessories - Brochure Pages 66 - 67

Page 66

Page 67

Qty.	Description	Discount	Standard	Total
	(4772) Neutrino Floor Lamp	\$ 234.00	\$ 351.00	
	(4833) Alder Table Lamp	\$ 184.00	\$ 276.00	
	(4834) Alder Floor Lamp	\$ 251.00	\$ 377.00	
	(4835) Journey Table Lamp	\$ 248.00	\$ 372.00	
	(4836) Journey Floor Lamp	\$ 327.00	\$ 491.00	
	(4837) Mystic Table Lamp	\$ 248.00	\$ 372.00	
	(4838) Mystic Floor Lamp	\$ 327.00	\$ 491.00	
	(4839) Silo Table Lamp <i>Circle Shade Color: Grey or White</i>	\$ 248.00	\$ 372.00	
	(4840) Silo Floor Lamp <i>Circle Shade Color: Grey or White</i>	\$ 327.00	\$ 491.00	
	(4541) Rugs - 5'W x 8'L <i>Circle color: Grass or Pearl</i>	\$ 645.00	\$ 968.00	
	(4549) 7' Box Hedge - 39"W x 12"D x 84"H	\$ 1,270.00	\$ 1,905.00	
	(4550) 3' Box Hedge - 72"W x 12"D x 36"H	\$ 1,099.00	\$ 1,649.00	
	(4767) Argento Literature Rack	\$ 251.00	\$ 377.00	
	(4766) Nero Literature Rack	\$ 251.00	\$ 377.00	
	(4476) Alto Literature Rack	\$ 259.00	\$ 389.00	
	(4551) Plexi Display Unit	\$ 732.00	\$ 1,098.00	
	(4552) LED Acrylic Pedestal - 17" Square x 42"H <i>Includes Built In Wireless LED Lighting</i>	\$ 732.00	\$ 1,098.00	
	(4492) kool. GLO Pedestal - 24" Square x 42"H ( <i>Bar Height</i> ) <i>Includes Built In Wireless LED Lighting</i>	\$ 710.00	\$ 1,065.00	
	(4493) kool. GLO Pedestal - 24" Square x 30"H ( <i>Cafe Height</i> ) <i>Includes Built In Wireless LED Lighting</i>	\$ 710.00	\$ 1,065.00	

**Subtotal This Form: \$ \_\_\_\_\_**

Copy this subtotal to the **Payment Authorization Form** where **6.5% SALES TAX** will be calculated.

**Payment Policy: Advance Discount:** To obtain the discount pricing, your order with full payment must be received by the deadline date published above. Any orders received before the deadline date without payment will be charged at the standard rates.

**Yes, I have reviewed the Payment Policy and enclosed the Payment Form.**  
All orders are subject to the terms and conditions as outlined on the payment form.

**Booth Number:** \_\_\_\_\_

Company Name \_\_\_\_\_ Phone \_\_\_\_\_

Street Address \_\_\_\_\_ Fax \_\_\_\_\_

City / State / Zip \_\_\_\_\_ Print Name \_\_\_\_\_

Email \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_



Remit to:



10801 Plantside Drive, Louisville, Kentucky 40299-2419
Telephone: 502.266.5101 Fax: 502.266.5102
Email: orders@genexpo.com

Ultra Beauty FLC #8582-24
Custom Graphics
Order Form

Discount Deadline Date: Wednesday, March 13, 2024
Cancellation Policy: Cancellation after order processing will be at 10% of prevailing rate. Cancellation after production will be at 100% of prevailing rate.
Late Request: Requests after deadline will be filled as available.

To order your graphics, complete this form and attach your sign copy or electronic file. Please see artwork guidelines for electronic files below. Prices indicated below are based on preparation of sign from customer copy or, if digital, computerized artwork supplied. Additional charges may apply for file conversion, resizing, retouching, cloning or color correcting artwork at \$50 per hour if file is not received print ready.

Digital Graphics

Digital Graphics prices include printing and mounting (from your artwork) on white substraigh. Signs other than sizes listed below will be prepared on a sq. ft. basis, rounded to the nearest 1/2 ft. x 1/2 ft. Minimum order - \$ 45.00.

Table with 5 columns: Qty., Code, Description, Discount Rate, Standard Rate, Amount. Lists various sign sizes and materials like Digital Sign, Foamcore, and Banner.

Guidelines for Submitting Digital Artwork

In order to provide the best possible quality graphics, please provide complete, print-ready digital art files in a PC vector format. Additional requirements listed below.

- Minimum of 100 dpi resolution at full size of actual finished product or 50%.
Acceptable file software formats - ADOBE - Illustrator, InDesign, and Photoshop
Acceptable file types: EPS, AI, TIF and JPG
Contact name, phone number and e-mail address of art creator if applicable
If submitting a "vector" file, include all fonts, or convert fonts to outlines or paths

Please submit your artwork via https://genexpo.wetransfer.com. Please feel free to contact us if you have any questions.

Sign Copy

Grid area for drawing or pasting the sign copy.

Enter desired sign copy in box to the left. Please print. Attach a separate form if necessary.
Background Color: Lettering Color:
Select Orientation:
Vertical
Horizontal

Subtotal This Form: \$

Copy this subtotal to the Payment Authorization Form where 6.5% SALES TAX will be calculated.

Payment Policy: Advance Discount: To obtain the discount pricing, your order with full payment must be received by the deadline date published above. Any orders received before the deadline date without payment will be charged at the standard rates.

Yes, I have reviewed the Payment Policy and enclosed the Payment Form. All orders are subject to the terms and conditions as outlined on the payment form.

Booth Number:

Company Name Phone
Street Address Fax
City / State / Zip Print Name
Email Signature Date

Remit to:



10801 Plantside Drive, Louisville, Kentucky 40299-2419
Telephone: 502.266.5101 Fax: 502.266.5102
Email: orders@genexpo.com

Ultra Beauty FLC #8582-24

Floral Rental
Order Form

Discount Deadline Date: Wednesday, March 13, 2024
Cancellation Policy: Cancellation after order processing will be at 10% of prevailing rate. Cancellation after delivery will be at 100% of prevailing rate.
Late Request: Requests after deadline will be filled as available.

POTTED PLANTS - Indicate Color Selection DISCOUNT STANDARD COST

Please indicate color and floor/hanging selections by circling

Table with 4 columns: Qty., Description, Discount, Standard, Cost. Rows include (1501) Azaleas, (1502) Bromeliads, (1503) Chrysanthemums, and (1505) Ferns.

TROPICAL GREEN PLANTS DISCOUNT STANDARD COST

Please indicate slim / full selections by circling

Table with 4 columns: Qty., Description, Discount, Standard, Cost. Rows include (1507) 3 ft. ht. Tropical, (1509) 4 ft. ht. Tropical, (1511) 5 ft. ht. Tropical, (1513) 6 ft. ht. Tropical, and (1515) 7 ft. ht. Tropical.

CUSTOM FLOWER ARRANGEMENTS

Please email your request to megan@genexpo.com for availability and pricing. Be sure to include the following details.

Qty. Placement: Table Top, Floor, etc.:
Style/Description: Center Piece, Tall, Low, One Sided, etc.:
Specific flower(s)/plant(s) and/or colors:
Please feel free to include any photos you may also have.

SPECIAL REQUIREMENTS AND LANDSCAPING - other than items listed above

Prices on bark, moss, fencing, fountains, (1573) hedge plants, (1599) general landscaping are available when submitting "To Scale Layout of Desired". Feel free to phone us to discuss or fax your layout to the number indicated on the letterhead above. If you wish, we can have a representative visit your exhibit space.

COMPLETE THE FOLLOWING ONLY IF YOU HAVE REQUIREMENTS OTHER THAN THOSE LISTED ABOVE:

\* (1599) Please have florist come to our Booth No. at A.M. / P.M. on and see our Representative for instructions. Please provide telephone # where representative can be reached in advance.

Subtotal This Form: \$

Copy this subtotal to the Payment Authorization Form where 6.5% SALES TAX will be calculated.

Payment Policy: Advance Discount: To obtain the discount pricing, your order with full payment must be received by the deadline date published above. Any orders received before the deadline date without payment will be charged at the standard rates.

Yes, I have reviewed the Payment Policy and enclosed the Payment Form. All orders are subject to the terms and conditions as outlined on the payment form. Booth Number:
Company Name Phone
Street Address Fax
City / State / Zip Print Name
Email Signature Date



**Orange County Convention Center**

EXHIBITOR SERVICES

*Orlando*

The Orange County Convention Center (OCCC) is the exclusive provider of electricity, aerial rigging labor and lighting, water, plumbing, compressed air, natural and LP gas and cable TV services to exhibitors. Please [click here](#) to read through all of the **OCCC's Conditions & Guidelines** as you must agree to these terms before placing your order. To place an order, you may access the **Exhibitor Services Online Ordering portal**.

Show Name: \_\_\_\_\_

Incentive Deadline Date: \_\_\_\_\_

Base Rates Start On/After: \_\_\_\_\_

On-Site rates Start On/After: \_\_\_\_\_

OCCC Exhibitor Services Coordinator: \_\_\_\_\_

Direct Phone: \_\_\_\_\_

Contact Email: \_\_\_\_\_

**CLICK HERE FOR EXHIBITOR RESOURCES**

**CLICK HERE FOR ONLINE ORDERING**

For assistance, email [Exhibitor.Services@occc.net](mailto:Exhibitor.Services@occc.net) or call the OCCC Exhibitor Services Team at **800-345-9898** or **407-685-9824**.

ORANGE COUNTY CONVENTION CENTER SERVICE PARTNERS



**\*INCENTIVE RATE APPLIES TO ORDERS RECEIVED WITH PAYMENT 21 DAYS PRIOR TO 1ST DAY OF SHOW MOVE-IN**



# INTERNET SERVICE CONTRACT ORANGE COUNTY CONVENTION CENTER



Exhibitor Company Name:		Booth/Room#:	Show Name: <b>ULTA Field Leadership Conference</b>	
Billing Company Name:		Show Start Date: <b>April 14, 2024</b>	Show End Date: <b>April 17, 2024</b>	
Billing Company Address:		<b>INCENTIVE ORDER DEADLINE: March 21, 2024</b>		
City, State, Zip:		Country:	On-site Contact Name:	On-site Cell Number:
Contact Name:	Phone Number:	Contact Email:	Cell Number:	

© 2023 Smart City Networks. All Rights Reserved.

SHARED INTERNET SERVICES, <b>NOT FOR STREAMING</b>	QTY	INCENTIVE*	BASE	ON-SITE	TOTAL
Premium Internet Service		<b>\$1,095</b>	\$1,395	\$1,674	
Additional Devices for Premium Service		<b>\$150</b>	\$185	\$222	

DEDICATED INTERNET, <b>FOR STREAMING, GAMING &amp; WEBCAST</b>	QTY	INCENTIVE*	BASE	ON-SITE	TOTAL
<b>Includes: 5 Public IP Addresses, Routers SUPPORTED</b>					
Dedicated 3 Mbps		<b>\$3,495</b>	\$4,370	\$5,244	
Dedicated 6 Mbps		<b>\$5,900</b>	\$7,375	\$8,850	
Dedicated 10 Mbps		<b>\$7,850</b>	\$9,810	\$11,772	
Dedicated 15 Mbps		<b>\$11,700</b>	\$14,630	\$17,556	
Dedicated 20 Mbps		<b>\$15,500</b>	\$19,380	\$23,256	
Upgrade to 29 Public Static IP Addresses		<b>\$995</b>	\$1,194	\$1,433	
<i>Higher bandwidth services available for uhd streaming</i>					

Effective June 30, 2023 - December 31, 2024 - V063023A

INTERNET EQUIPMENT & LABOR	QTY	INCENTIVE*	BASE	ON-SITE	TOTAL
Switch Rental – up to 24 ports		<b>\$185</b>	\$225	\$270	
Patch Cable (up to 100') – Cat5e		<b>\$50</b>	\$62	\$74	
Labor / Floor Work – four lines per hour		<b>\$125</b>	\$125	\$125	
Distance Fee for each Internet line delivered outside the facility		<b>\$500</b>	\$500	\$500	

**WIRELESS INTERNET**, Full products catalog available online  
**SPECIAL QUOTE**, Attachment A or Statement of Work (if applicable)

I hereby acknowledge the above listed on-site authorized contact is permitted to make on-site changes to my order. I also acknowledge any change to my order could result in the credit card on file being charged. Upon execution of this document the Customer hereby authorizes Smart City Networks to provide services as requested herein, is authorized to request such services and acknowledges full and complete understanding of the <a href="#">Terms and Conditions</a> .	<b>SUBTOTAL</b>	
	<b>ESTIMATED 10% TAX/FEES</b>	
	<b>GRAND TOTAL</b>	

**ACCEPTANCE OF TERMS AND CONDITIONS AND AUTHORIZATION OF ORDER**

Printed Name:	Signature:	Date:
(X) _____	(X) _____	____/____/____

**PAYMENT IN FULL IS REQUIRED PRIOR TO THE EVENT**

When your order is processed, you will receive an email with a link to Smart City Networks payment portal where you can **pay via credit card**.

**Make checks payable to** SMART CITY NETWORKS  
 Send completed form(s) with payment to: 5795 W. Badura Avenue, Suite 110  
 Las Vegas, NV 89118



You may reach us with questions at:  
 Call (888) 446-6911 • Email: [customerservice@smartcitynetworks.com](mailto:customerservice@smartcitynetworks.com)  
 Order online at: [orders.smartcitynetworks.com](https://orders.smartcitynetworks.com)  
 Or fax order to (702) 943-6001

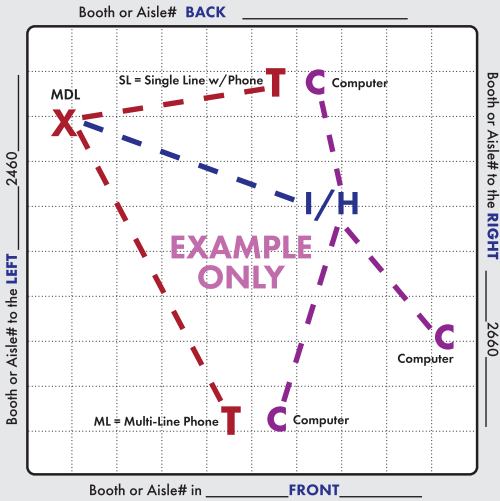


Customer Number:  
**2024-075-148**



# "COMMUNICATIONS" FLOORPLAN WORKSHEET

Company Name:	Show: <b>ULTA Field Leadership Conference</b> Booth/Room #:
Center: <b>Orange County Convention Center</b>	Customer / Ref #: <b>2024-075-148</b>



**SPECIFY YOUR DESIRED LOCATION OF SERVICES**

**X = MAIN DISTRIBUTION LOCATION (MDL)**

The originating line(s) for service, whether overhead, a floor pocket or a column, will be delivered to a "MDL" before booth distribution. Example: Storage area, back of booth, etc. Unless specified, the default for the "MDL" will be the back of the booth or where Smart City deems the most convenient. All distribution of services to their final destination within the booth will originate from the Main Distribution Location "MDL". A per line move fee will apply to relocate services within your booth after they have been engineered and/or installed.

**T = TELEPHONE/FAX**

**I = INTERNET SERVICE**

**H = HUBS**

**PC = PATCH CABLES**

**C = COMPUTERS**

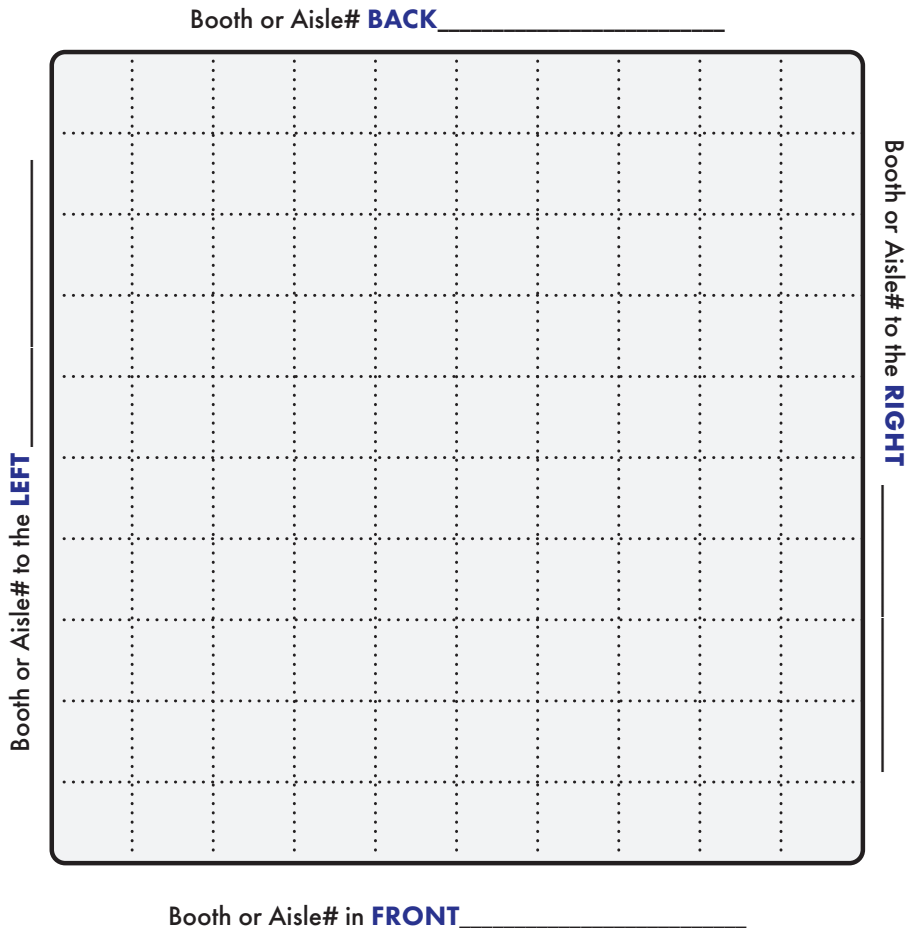
Location of primary Internet Service "I", Hubs "H", Patch Cables "PC" and / or Computers "C". For Smart City to perform your floor work, you will need to indicate the location of each item you want cabled. Make sure to order your floor work, hubs, and patch cables early and in advance of the show moving in.

**Voice and Data communications cabling.** Smart City is the exclusive installer of Voice and Data communications cabling. Smart City provides cabling to booths, within booths (under carpet and flooring) and from booth-to-booth. Fiber Optic, twisted pair (Category 3, 5 and 6) and all other data and telecommunication cable fall under Smart City's area of expertise.

**IMPORTANT! Prior to installation of service, a complete Floorplan is required.** Please utilize this grid should you not have your own Floorplan to send us. You may use a different Floorplan for each service group (Telephone, Internet, etc.) or combine all services on one Floorplan. For a Floorplan to be considered complete it must include all the information listed below (Main Distribution Location "MDL", designated location of items within the booth, surrounding booths, scale-length and width).

**Booth Orientation:** For Smart City to accurately install services a minimum of one surrounding Booth or Aisle # is required, two or more is best.

**BOOTH SIZE** \_\_\_\_\_ ft x \_\_\_\_\_ ft      **SCALE:** 1 BOX IS = TO \_\_\_\_\_ ft  
**BOOTH TYPE**     Island     Inline



You may reach us with questions at:  
 Call (888) 446-6911 • Email: [customerservice@smartcitynetworks.com](mailto:customerservice@smartcitynetworks.com)  
 Order online at: [orders.smartcitynetworks.com](http://orders.smartcitynetworks.com)  
 Or fax order to (702) 943-6001

# WIRELESS PERFORMANCE AGREEMENT

Company Name:	Show: <b>ULTA Field Leadership Conference</b> Booth/Room #:
Center: <b>Orange County Convention Center</b>	Customer / Ref #: <b>2024-075-148</b>

## OVERVIEW

Smart City is the exclusive provider for wired and wireless services for the Facility and has in operation a comprehensive wireless 802.11 network. The actual maximum bandwidth available depends on how many users are accessing the network simultaneously at any given time dependent upon the type of service purchased. Router, Streaming Applications, VoIP, DHCP, NAT or Proxy Servers are not allowed with this connection. Smart City can engineer custom dedicated network(s) to achieve your company objectives. Please contact us at (888) 446-6911 to discuss your network design.

## CUSTOM WIRELESS NETWORKS

If you require wireless 5 GHz access for application demonstrations, Smart City is able to build a custom 5 GHz wireless network in your booth. Please call Smart City at (888) 446-6911 for a custom wireless quote.

## INTERNAL NETWORKS

Smart City is the exclusive provider of all voice, wired and wireless data services. Wireless Devices not authorized by Smart City are strictly prohibited. Smart City requires all Customers showcasing their wireless products to contact Smart City 21 days prior to the show move-in so that we may engineer a cohesive network operating without interference (all approvals will incur a Wireless Engineering Management Fee). Please provide Smart City with the make and model of your wireless router for network approval (wireless access points without adjustable power outputs cannot be authorized under any circumstances). Wireless devices need to be programmed on-site following Smart City guidelines.

## CUSTOMER ACCEPTANCE

Wireless service is inherently vulnerable to interference from other devices that transmit similar radio frequency signals or that operate within the same frequency spectrum. Smart City does NOT recommend wireless service for mission critical services such as presentations or product demonstrations that can accept a wired connection. Per our Terms and Conditions listed on Smart City's Customer Contract, misuse of any wireless service may result in service interruption to yourself or other Customers and can lead to disconnection of the Customer's equipment. No service refunds will be given.

### **ALL WIRELESS ACCESS POINTS NOT AUTHORIZED BY SMART CITY ARE PROHIBITED.**

I hereby attest that I understand the limitations and vulnerabilities of the wireless service provided by Smart City. I also understand that if I use this service for any reason including, but not limited to, demonstrating, showcasing or presenting my product(s), Smart City will not be responsible for possible interference that I may experience. Upon receipt of the completed Smart City Contract, Smart City Services will be activated / available for your use.

Printed Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Title: \_\_\_\_\_ Email: \_\_\_\_\_ Phone #: \_\_\_\_\_



You may reach us with questions at:  
Call (888) 446-6911 • Email: [customerservice@smartcitynetworks.com](mailto:customerservice@smartcitynetworks.com)  
Order online at: [orders.smartcitynetworks.com](https://orders.smartcitynetworks.com)  
Or fax order to (702) 943-6001

**\* INCENTIVE RATE APPLIES TO ORDERS RECEIVED WITH PAYMENT 21 DAYS PRIOR TO 1ST DAY OF SHOW MOVE-IN**



# TELEPHONE SERVICE CONTRACT

## ORANGE COUNTY CONVENTION CENTER



Exhibitor Company Name:		Booth/Room#:	Show Name: <b>ULTA Field Leadership Conference</b>	
Billing Company Name:		Show Start Date: <b>April 14, 2024</b>	Show End Date: <b>April 17, 2024</b>	
Billing Company Address:		<b>INCENTIVE ORDER DEADLINE: March 21, 2024</b>		
City, State, Zip:		Country:	On-site Authorized Contact	On-site Cell Number:
Contact Name:	Phone Number:	Contact Email:	Cell Number:	

© 2023 Smart City Networks. All Rights Reserved.

VOICE SERVICES, PBX Service – Domestic Long Distance Included	QTY	INCENTIVE*	BASE	ON-SITE	TOTAL
Single Line <input type="checkbox"/> Instrument <input type="checkbox"/> Non Dial 9 <input type="checkbox"/> International Long Distance		<b>\$275</b>	\$345	\$414	
Multi Line Phone with (1) main number and (1) rollover line		<b>\$415</b>	\$520	\$624	
Speaker Phone Line with Polycom Instrument		<b>\$465</b>	\$575	\$690	
Distance Fee for each Telephone line delivered outside the facility		<b>\$100</b>	\$100	\$100	

Effective June 30, 2023 - December 31, 2024 - V063023A

**SPECIAL QUOTE, Attachment A or Statement of Work (if applicable)**

I hereby acknowledge the above listed on-site authorized contact is permitted to make on-site changes to my order. I also acknowledge any change to my order could result in the credit card on file being charged. Upon execution of this document the Customer hereby authorizes Smart City Networks to provide services as requested herein, is authorized to request such services and acknowledges full and complete understanding of the [Terms and Conditions](#).

<b>SUBTOTAL</b>	
<b>ESTIMATED 10% TAX/FEES</b>	
<b>GRAND TOTAL</b>	

**ACCEPTANCE OF TERMS AND CONDITIONS AND AUTHORIZATION OF ORDER**

Printed Name:	Signature:	Date:
(X) _____	(X) _____	____/____/____

**PAYMENT IN FULL IS REQUIRED PRIOR TO THE EVENT**

When your order is processed, you will receive an email with a link to Smart City Networks payment portal where you can **pay via credit card**.

**Make checks payable to** SMART CITY NETWORKS  
Send completed form(s) with payment to: 5795 W. Badura Avenue, Suite 110  
Las Vegas, NV 89118



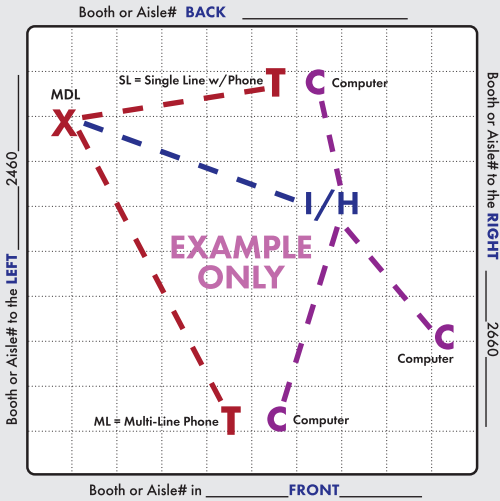
You may reach us with questions at:  
Call (888) 446-6911 • Email: [customerservice@smartcitynetworks.com](mailto:customerservice@smartcitynetworks.com)  
Order online at: [orders.smartcitynetworks.com](https://orders.smartcitynetworks.com)  
Or fax order to (702) 943-6001



Customer Number:  
**2024-075-148**

# "COMMUNICATIONS" FLOORPLAN WORKSHEET

Company Name:	Show: <b>ULTA Field Leadership Conference</b>	Booth/Room #:
Center: <b>Orange County Convention Center</b>	Customer / Ref #:	<b>2024-075-148</b>



**SPECIFY YOUR DESIRED LOCATION OF SERVICES**

**X = MAIN DISTRIBUTION LOCATION (MDL)**

The originating line(s) for service, whether overhead, a floor pocket or a column, will be delivered to a "MDL" before booth distribution. Example: Storage area, back of booth, etc. Unless specified, the default for the "MDL" will be the back of the booth or where Smart City deems the most convenient. All distribution of services to their final destination within the booth will originate from the Main Distribution Location "MDL". A per line move fee will apply to relocate services within your booth after they have been engineered and/or installed.

**T = TELEPHONE/FAX**

**I = INTERNET SERVICE**

**H = HUBS**

**PC = PATCH CABLES**

**C = COMPUTERS**

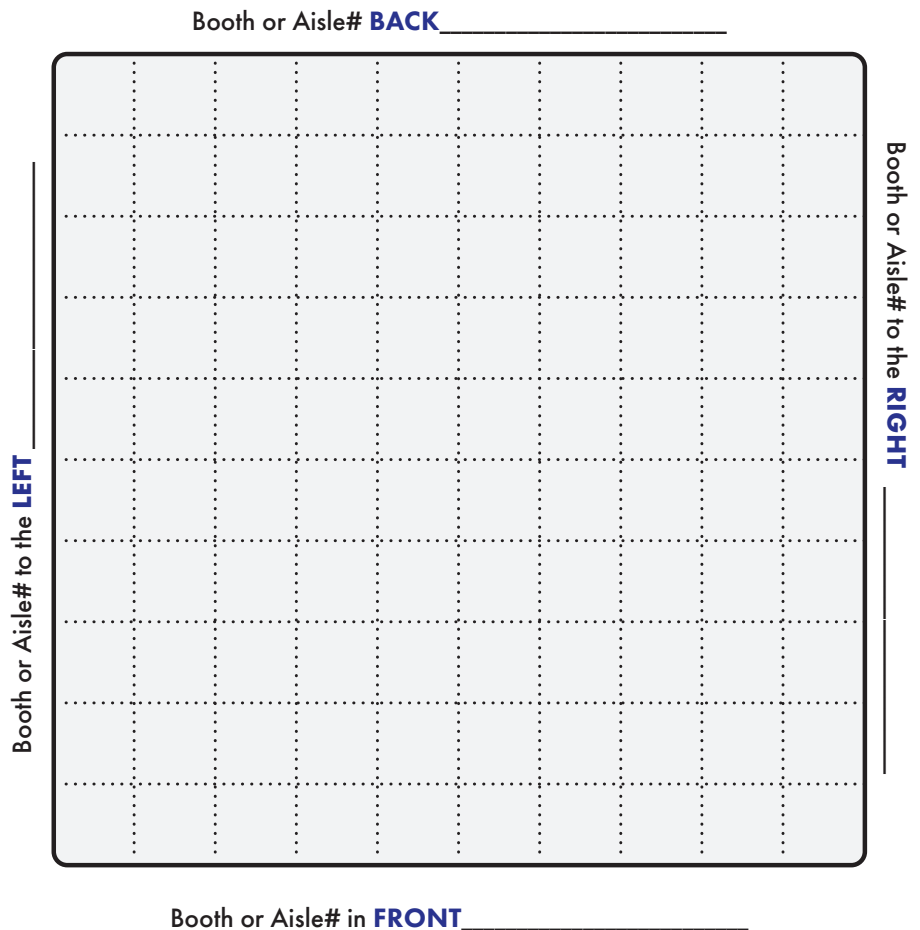
Location of primary Internet Service "I", Hubs "H", Patch Cables "PC" and / or Computers "C". For Smart City to perform your floor work, you will need to indicate the location of each item you want cabled. Make sure to order your floor work, hubs, and patch cables early and in advance of the show moving in.

**Voice and Data communications cabling.** Smart City is the exclusive installer of Voice and Data communications cabling. Smart City provides cabling to booths, within booths (under carpet and flooring) and from booth-to-booth. Fiber Optic, twisted pair (Category 3, 5 and 6) and all other data and telecommunication cable fall under Smart City's area of expertise.

**IMPORTANT! Prior to installation of service, a complete Floorplan is required.** Please utilize this grid should you not have your own Floorplan to send us. You may use a different Floorplan for each service group (Telephone, Internet, etc.) or combine all services on one Floorplan. For a Floorplan to be considered complete it must include all the information listed below (Main Distribution Location "MDL", designated location of items within the booth, surrounding booths, scale-length and width).

**Booth Orientation:** For Smart City to accurately install services a minimum of one surrounding Booth or Aisle # is required, two or more is best.

**BOOTH SIZE** \_\_\_\_\_ ft x \_\_\_\_\_ ft      **SCALE:** 1 BOX IS = TO \_\_\_\_\_ ft  
**BOOTH TYPE**     Island     Inline



You may reach us with questions at:  
 Call (888) 446-6911 • Email: [customerservice@smartcitynetworks.com](mailto:customerservice@smartcitynetworks.com)  
 Order online at: [orders.smartcitynetworks.com](http://orders.smartcitynetworks.com)  
 Or fax order to (702) 943-6001





**GET NOTICED**  
WITH EXHIBITOR  
CATERING



**MENU**

**ORDER ONLINE**

Exhibitor Online Orders - are limited to 10 days prior to the date of the event. Ordering within the 10 day mark will not be available Online, and you will need to reach out to your assigned Exhibitor Catering Sales Manager to place an order for that date.

When placing your order, please write the 'Start-Time' and 'End-Time' within the note section of any menu item you wish to have delivered at a specific time of day.

**Kelsey Kercado**  
*Exhibit Catering Sales Manager*  
kelsey.kercado@sodexo.com  
407-685-5760



# AUDIO VISUAL EXHIBITOR EQUIPMENT MENU

Have questions? Please contact us - we're happy to help!

Email LMG: [occc@lmg.net](mailto:occc@lmg.net) | Call LMG: 407.685.9889. | Toll-Free: 888.226.3100  
 Orange County Convention Center | 9800 International Drive Orlando, FL 32819



To order equipment please go to <https://order.lmg.net/occc>

Monitors & Displays	Daily Rate	Qty.	Subtotal
24" Monitor [ETP20606]	\$185.00		
32" Monitor [ETP20607]	\$300.00		
43" Monitor [ETP20605]	\$355.00		
48" Monitor [ETP20608]	\$405.00		
55" Monitor [ETP20609]	\$565.00		
65" Monitor [ETP20610]	\$670.00		
70" Monitor [ETP20611]	\$720.00		
Also Available : Large Monitors, Arrays, & LED Walls <input type="checkbox"/> Please have an LMG representative contact me about large monitors and/or LED walls.	*Price Includes 6' Floor Stand*		

Projectors & Misc.	Daily Rate	Qty.	Subtotal
Laser Projector (5,000 Lumens) [ETP19671]	\$500.00		
LCD projector Support Package [LMG037252] Includes safelock stand w/skirt, AC cable, and HDMI	\$30.00		
Flipchart Package (w/PAD and markers) [LMG13203]	\$35.00		

Audio Equipment	Daily Rate	Qty.	Subtotal
Small Sound System [Etp20579] 6 input mixer, 2 speakers w/stands, Wired Mic w/Floorstand, PCDI, Cable Kit	\$250.00		
Large Sound System [Etp20580] 16 input mixer, Grapic EQ, 4 speakers w/stands, Wired Mic w/Floorstand, PCDI, Cable Kit	\$475.00		
4 Input Mixer (4 mic/4 Stereo) [LMG06922]	\$85.00		
6 Input Mixer (6 mic/4 Stereo) [ADMX0036]	\$95.00		
Laptop Audio Interface (PCDI) [CPTR0131]	\$15.00		
Wired Mic (Handheld / Podium) [LMG02773]	\$35.00		
Wired Mic (Lavalier) [SK417901]	\$35.00		
Wireless Mic (Handheld) [LMG15491]	\$165.00		
Wireless Mic (Lavalier) [LMG15491]	\$165.00		
Wireless Mic (Headset) [ETP20581]	\$210.00		

Front Projection Screens	Daily Rate	Qty.	Subtotal
8' x 8' Tripod Screen [LMG00785]	\$95.00		
5.75' x 10' Screen w/ Dress Kit (16:9) [ETP20536]	\$475.00		
6.9' x 12' Screen w/ Dress Kit (16:9) [ETP20537]	\$525.00		
7.5' x 13' Screen w/Dress Kit (16:9) [ETP20539]	\$630.00		
9' x 16' Screen w/ Dress Kit (16:9) [ETP20541]	\$735.00		

Rear Projection Screens	Daily Rate	Qty.	Subtotal
5.75' x 10' Screen w/ Dress Kit REAR (16:9) [ETP20567]	\$475.00		
6.9' x 12' Screen w/ Dress Kit REAR (16:9) [ETP20569]	\$525.00		
7.5' x 13' Screen w/Dress Kit REAR (16:9) [ETP20572]	\$630.00		
9' x 16' Screen w/ Dress Kit REAR (16:9) [ETP20575]	\$735.00		

Laptops/Source	Daily Rate	Qty.	Subtotal
Mac Laptop [LMG09591] MAC OS laptop	\$500.00		
PC Laptop [ETP24677] Windows laptop	\$425.00		
USB Media Player	\$45.00		

Totals	
1. Equipment Rental Subtotals	\$
2. Delivery and Setup Fee (30% of Line 1, \$100 minimum)	\$
3. 6.5% State Sales Tax [(Line 1 + Line 2) x .065]	\$
Total Due (Line 1 + Line 2 + Line 3)	\$

Equipment Details:				
What type of Presentation will you Run?	<input type="checkbox"/> Video	<input type="checkbox"/> PowerPoint/Keynote	<input type="checkbox"/> Other:	
What is Your Source?	<input type="checkbox"/> Laptop	<input type="checkbox"/> SmartPhone	<input type="checkbox"/> Other:	
Connection Type:	<input type="checkbox"/> HDMI	<input type="checkbox"/> DisplayPort	<input type="checkbox"/> USB-C	<input type="checkbox"/> Thunderbolt <input type="checkbox"/> Composite Video <input type="checkbox"/> Other:
Show Information:	Booth#	Room#	Contact Name:	Mobile#

\*price per day



# Just Say Hello!

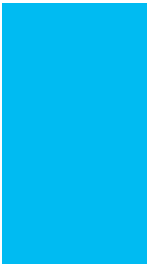
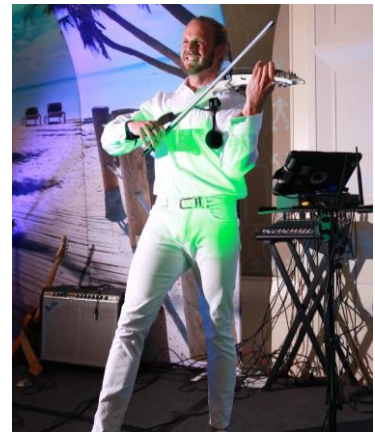
Our “Hello!” is a warm greeting with a welcoming smile, but there’s so much more behind that single word! It shows our genuine care and commitment to serve. “Hello!” reveals our approachable nature and enthusiasm, marking the beginning of a relationship that goes deeper and forges a true partnership for live event success. Focused on your goals and expectations, our proven processes, insights, and experience will guide us to solutions that are both amazing and achievable. Our detailed imagination with unleash surprising experiences that will ensure success and create memories that will last for years to come.

## Services

- Entertainment:
  - Models
  - Talent
  - Musical
  - Interactive

*And more!*

Ready to see how Hello! Florida Destination Management can be the unsung hero of your next live event? Contact me and say Hello!



**Mitzel Montero**  
Account Executive  
[mmontero@hello-dmc.com](mailto:mmontero@hello-dmc.com)  
M: 786.587.6963

