

**BOOK EXPO AMERICA 2011 / MAY 24-26, 2011**  
**EXHIBITOR PREPAID MATERIAL HANDLING DISCOUNT FORM**

**MAIL FORM & MAKE CHECK PAYABLE TO:**

**Prepaid Drayage / BOOK EXPO**  
 c/o Freeman/Reed  
 PO Box 660945  
 Dallas, TX 75266-0945  
 Ph: 888-319-1313  
 prepaidrayage@reedexpo.com

**DEADLINE DATE**  
**MAY 06, 2011**

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**TO SAVE 10% ON**  
**MATERIAL HANDLING COSTS**

COMPANY NAME: \_\_\_\_\_ BOOTH #: \_\_\_\_\_  
 CONTACT NAME: \_\_\_\_\_ PHONE #: \_\_\_\_\_  
 E-MAIL ADDRESS: \_\_\_\_\_

For questions & assistance, contact us at **888-319-1313** or email [prepaidrayage@reedexpo.com](mailto:prepaidrayage@reedexpo.com)

Manage your budget and save money by taking advantage of this convenient **Exhibitor Prepaid Material Handling Discount**. Book Expo America 2011 is pleased to offer a **10% discount** to its' exhibitors on material handling charges when prepaid by **May 06, 2011**. To calculate your charges use last year's shipment weight (obtain last year's weight from the contact listed above) or estimate the weight of the items you will be shipping to the show. All shipments will be reweighed when received. Discount will apply to shipments up to the estimated prepaid amount without further discount. If your actual shipment weight is greater than your prepayment, the additional cost will be due at show site. If your prepayment is more than your actual shipment weight, the overpayment will be applied to other Freeman services first and any credit balance will be refunded.

Please return this form with your check payment (no credit cards) to the address listed above by the deadline date to receive your material handling discount. **Do not overnight via FedEx or UPS to this PO Box. It is for USPS mail only.**

**MATERIAL HANDLING RATE CALCULATOR**

Rate Classification	Weight (round UP to the next 100 LBS.)	CWT	Discount Price Per CWT	Prepaid Cost Estimate (100 lb. Min.)
<b>Example: Warehouse Crated</b>	<b>1450 (1500) ÷ 100 =</b>	<b>15</b>	<b>134.80</b>	<b>2022.00</b>
			less 10% discount	<b>202.20</b>
			<b>Total</b>	<b>1819.80</b>
	÷ 100 =			
			less 10% discount	
			<b>Total</b>	
	÷ 100 =			
			less 10% discount	
			<b>Total</b>	

**Note:** Overtime and late arrival charges may be applicable (refer to the Freeman Material Handling form for surcharges)

**DESCRIPTIONS OF RATE CLASSIFICATIONS**

**CRATED:** Material that is skidded or is in any type of shipping container that can be unloaded at the dock with no additional handling required.

**SPECIAL HANDLING:** Material delivered by a carrier in such a manner that it requires additional handling, such as ground unloading, stacked or constricted space unloading, designated piece unloading, shipment integrity, alternate delivery location, loads mixed with pad-wrapped material, carpet and/or pad only shipments, no documentation and shipments that require additional time, equipment or labor to unload. **Federal Express, UPS, Airborne Express & DHL** are included in this category due to their delivery procedures.

**UNCRATED:** Material that is shipped loose or pad-wrapped, and/or unskidded machinery without proper lifting bars or hooks.

Description	CWT Price
<b>RATE CLASSIFICATIONS:</b>	
<b>Warehouse Shipment (100 lb. minimum)</b>	
Crated or Skidded Shipment .....	\$ 134.80
Special Handling Shipment .....	\$ 175.25
<b>Show Site Shipment (100 lb. minimum)</b>	
Crated or Skidded Shipment .....	\$ 96.05
Special Handling Shipment .....	\$ 124.85
Uncrated or Pad Wrapped Shipment .....	\$ 144.10

**THIS VOLUNTARY PROGRAM IS FUNDED BY REED EXHIBITIONS AND DESIGNED SPECIFICALLY FOR BOOK EXPO EXHIBITORS TO LOWER THE COST OF EXHIBITING. AS SUCH, THIRD PARTY CONTRACTORS, INCLUDING EXHIBITOR APPOINTED CONTRACTORS ARE NOT ELIGIBLE TO PARTICIPATE.**