



GENERAL SHOW INFORMATION

SERC 2025 Annual Convention

February 16-18, 2025
Hilton Sandestin
Miramar Beach, Florida

OFFICIAL SERVICE PROVIDER

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

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

IMPORTANT DATES

Discount Deadline Date: Monday, Feb 10, 2025
Orders must be received with payment by this date to qualify for discounted prices.
Freight received at advance warehouse after cutoff date subject to late fees and additional transportation charges.

EXHIBITOR INSTALLATION

Please see exhibitor registration information for exact dates and times.

EXHIBITOR MOVE OUT

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

ADVANCE WAREHOUSE SHIPPING INFORMATION

See attached shipping labels for deadlines and addresses. Direct shipping is not available due to show site storage and staffing limitations.

RENTAL TERMS & CONDITIONS, LIMITS OF LIABILITY and OTHER IMPORTANT INFORMATION AVAILABLE AT VEALCO.COM

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



FREIGHT HANDLING SERVICE ORDER FORM

ADVANCE SHIPPING ADDRESS: Sandestin Resort
Attn: Veal Convention Services, Inc.
SERC 2025
9300 Emerald Coast Parkway West
Miramar Beach, FL 32550

Shipments will be accepted 21 days prior to group arrival date. Freight received earlier than 21 days will be subject to a weekly storage fee of thirty percent of total handling fees.

Ship to the above address using the attached labels. Orders and / or shipments received after advance freight cutoff date are subject to a 30 percent special handling fee.

For assistance with shipments and arrangements, please contact our office at 1-800-844-8325 or at orders@vealco.com.

Please use our online ordering at veal.boomerecommerce.com to place your order for Conference Package Shipping / Receiving Services.

<u>INBOUND SHIPMENTS</u>	
Up to 20 lbs	\$20 per package
21 - 50 lbs	\$40 per package
51 - 100 lbs	\$60 per package
100 + lbs	\$0.60 per pound

<u>OUTBOUND SHIPMENTS</u>	
Up to 50 lbs	\$20 per package
51- 100 lbs	\$40 per package
100 + lbs	\$0.40 per pound

Forklift Services are also available. Please contact VCS directly to arrange.

ADDITIONAL AVAILABLE SERVICES. Rates quoted in the MATERIAL HANDLING SERVICE ORDER FORM do not include any unpacking, uncrating, unskidding, positioning, leveling, blocking, spotting, bracing, installing, dismantling, repacking, re-crating or reskidding. See the Forklift and Labor Order forms to order these services. On request, VCS will provide banding for securing outbound shipments at a rate of \$3 per foot, plus labor (one hour minimum). Shrink wrap of a pallet will be charged at \$30 per pallet.

RETURNED SHIPMENTS TO VCS WAREHOUSE Where no disposition has been made for outbound shipments or later scheduled pickups are necessary; VCS will return exhibit materials to the warehouse and load on outbound carriers at the rate of \$39 per CWT (with a minimum charge of \$79) for each shipment returned. Storage is available for \$1 per cubic foot per month with a monthly minimum of \$64.

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

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



ADVANCE SHIPMENT LABELS

RUSH! Exhibition Freight RUSH! Exhibition Freight RUSH!

Must arrive by: **Friday, Feb 14, 2025**
SERC - Feb 16-18, 2025 - HILTON SANDESTIN - MIRAMAR BEACH, FL

From: _____ To: Sandestin Resort
Attn: Veal Convention Services, Inc.
9300 Emerald Coast Parkway West
Miramar Beach, FL 32550

Exhibiting Company: _____ Booth Number: _____

Number _____ of _____ pieces. Carrier _____

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Exhibiting Company: _____ Booth Number: _____

Number _____ of _____ pieces. Carrier _____

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

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

RENTAL FURNITURE & ACCESSORIES

SKIRTED DISPLAY TABLES	Advance Order	Floor Order	CHAIRS	Advance Order	Floor Order
4ft by 2ft by 30in high	\$129	\$189	Folding	\$29	\$29
6ft by 2ft by 30in high	\$109	\$149	Side	\$69	\$89
8ft by 2ft by 30in high	\$129	\$189	Arm	\$69	\$89
			Barstool	\$89	\$119

(Standard table height is 30in. Add \$40 for 40in high skirted table.) (All sizes skirted on three sides. For skirt on 4th side, add \$40 on 30in tall table, \$60 on 40in tall table)

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



OTHER	Advance Order	Floor Order
Cocktail Round Cover	\$29	\$49
Wastebasket	\$19	\$29
Literature Rack	\$119	\$189
Easel	\$19	\$29
Bag Stand	\$49	\$59
6-10ft section of 3ft drape	\$49	\$89
6-10ft section of 8ft drape	\$89	\$129

BARE DISPLAY TABLES	Advance Order	Floor Order
4ft by 2ft by 30in high	\$69	\$99
6ft by 2ft by 30in high	\$49	\$69
8ft by 2ft by 30in high	\$69	\$99

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

OTHER TABLES	Advance Order	Floor Order
Cocktail Round (café table) (30in diameter, 30in height, cover available separately)	\$79	\$99
Cocktail Round (highboy) (30in diameter, 40in height, cover available separately)	\$79	\$99

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INSTALLATION AND DISMANTLING LABOR ORDER FORM

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

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

VCS SUPERVISED LABOR

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

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

EXHIBITOR SUPERVISED LABOR

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

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

Exhibitor Representative:

Company Name:

Email Address:

Show Site Phone No.:

Alternate Phone No.:

**Please complete and send this page via email to orders@vealco.com*
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