

SECTION:	Marketing Communications
POLICY #:	MC 4 PAGE: 1 of 2
SUBJECT:	Trade Show Booth Unit
DATE:	6/06 SUPERSEDES: 4/05

TITLE: MC4, Local/Regional 10-Foot Trade Show Booth Display Unit

POLICY: StoreNext will provide self-contained, portable trade show display units, free-of-charge, to any U.S. mainland StoreNext dealer in good standing on an as-available basis.

SCOPE: All StoreNext Dealers

PROCEDURES:

1. The booths include StoreNext graphics
2. Reserve a display unit (booth) as far in advance as possible by FAXing the Booth Loan Agreement (attached) to the location specified on the form. You will be contacted so that the booth material arrangements can be made. When arrangements are in place the dealer will receive confirmation from the Account or Reseller Manager.
3. Shipping Instructions:
 - a. Several weeks prior to arrival of your reserved booth, you will receive notification of the scheduled date of arrival of the booth and specific instructions regarding transfer of the booth to the next location. You will be responsible for arranging shipment (including payment) of the booth to its next destination via surface or air, whichever transportation mode is necessary to assume arrival of the booth on the date specified.
4. Scheduling:
 - a. We will allow four (4) days minimum for transfers and ten (10) days when cross-country.
 - b. Dealers may need to ship the booth to a subsequent dealer destination.
5. Cooperation:
 - a. It is only with the complete cooperation of each Dealer involved that we will be able to continue this money-saving program. Needless to say, during the very busy trade show months, we may have to specify air freight over surface transportation.



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6. Dealers are responsible for all shipping and repair expenses.
 - a. Assuming the booth and graphics are used as provided for appropriate purposes, shipping expenses for the StoreNext booths are fully eligible under the StoreNext Co-op Marketing plan ([see MC 1](#))





Booth Loan Agreement

- 1) Purpose:
 Trade show exhibit

- 2) Dealer Contact: (please name the party who will be responsible for shipping the booth property to and from the show)
 Contact: _____ Phone # _____

- 3) Trade show name and full address: (in full): _____

- 4) Show Dates: Opens _____ Closes _____

- 5) Requested Delivery Date: _____ Delivery Address: _____

 If delivery is to your site, please note shipment date and method to show site: _____

- 6) Please note return date: _____ Shipment method: _____
 Return to: _____

- 7) Equipment Listing: (see attached booth inventory listing)

THE DEALER SHALL PAY ALL SHPPING, INSURANCE, INSTALLATION AND DE-INSTALLATION EXPENSES. SHOULD THE DEALER FAIL TO RETURN THE EQUIPMENT, THE DEALER SHALL PAY THE TOTAL VALUE AS INDICATED ON THE INVENTORY LISTING.

DEALER NAME / ADDRESS:

Name:

 (Type or Print)

Title:

Date:

Accepted:	Date: (DD-MMM-YY)
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