

# TELECOMMUNICATIONS ORDER FORM

MAIL OR FAX TO

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**EXHIBITOR SERVICES**

701 Convention Plaza, St. Louis, MO 63101  
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 Email: [stlouis@edlen.com](mailto:stlouis@edlen.com)

<b>COMPANY:</b>		<b>BTH #</b>	
<b>EVENT:</b>	<b>Discover 2012 State Beauty Supply</b>		
<b>FACILITY:</b>	<b>America's Center</b>		
<b>DATES:</b>	<b>April 1-2, 2012</b>	<b>EVENT#</b>	<b>042079L</b>

	Advance Pricing	Regular Pricing	# of Lines	TOTAL	IMPORTANT NOTES
<b>Single Analog Telephone Line (9 + dialing)*</b> Access Requested <input type="checkbox"/> Local <input type="checkbox"/> 800 <input type="checkbox"/> Long Distance <input type="checkbox"/> Intl Fees: 1-800 Calls = \$0.75 per call Directory Assistance = \$2.50 per call Operator Assistance = \$1.30 per call	\$268	\$355	_____	_____	<b>FOR ADVANCE PAYMENT PRICE</b> To apply we must receive your order, payment and floor plan showing utility location prior to this  <b>DEADLINE DATE OF:</b> <b>March 19, 2012</b>  Avoid Duplication!!! If you fax this form with credit card info, <b>DO NOT</b> mail the original form or send another form of payment.
<b>Individual Feature</b> (Single Analog Telephone Line Only) <input type="checkbox"/> Feature Requested <input type="checkbox"/> Voice Mail <input type="checkbox"/> Call Waiting	\$25 each	N/A	N/A	_____	
<b>Direct Line (1 + dialing) Modem / Fax / Credit Card</b>	\$310	\$419	_____	_____	<b>VOICE AND DATE SERVICES</b> ♦ A credit card number is required for long distance access and calling fees. Fees are billed to your card at the close of the event or upon receipt of billing from America's Center's long distance carrier AT&T. ♦ A floor plan with a diagram & grid must be included for voice & data installations. If no location is indicated, phone and data lines will be placed in booth at our discretion.
<b>Digital Multi-Line Set (9 + Dialing - Minimum 2 lines)</b>	\$420	\$567	_____	_____	
Additional Set	\$263	\$355	_____	_____	
Additional Line	\$105	\$142	_____	_____	
<b>Ring Down</b>	\$268	\$363	_____	_____	<b>CANCELLED ORDERS</b> There is a \$50 processing fee for orders cancelled <i>prior</i> to installation. No credit will be given for equipment or services cancelled <i>after</i> installation  Installation dates are <i>approximate</i> and are subject to change without notice  All telecommunication equipment must be returned in good condition to the service desk to avoid further charges.  Internet Telephones (IP Phones) are <i>not</i> allowed on the America's Center Network  <b>See Reverse Side for Additional Terms and Conditions</b>  <b>NO PHONE ORDERS PLEASE</b>
Hub Rental: 4 Port	\$100	\$135	_____	_____	
8 Port	\$125	\$169	_____	_____	
12 Port	\$175	\$236	_____	_____	<b>FOR OFFICE USE ONLY</b> DATE RECEIVED: _____ PAYMENT METHOD: _____ AMOUNT RECEIVED: _____ RECEIPTED BY: _____
<b>Telephone Receiver</b>	\$15	\$20	_____	_____	
<b>Polycom Conferencing Unit</b>	\$100	\$125	_____	_____	<b>*** MORE SERVICES AVAILABLE PLEASE CALL FOR QUOTE***</b> <b>PLACE YOUR TOTAL PAYMENT HERE</b>
<b>DSL Circuit-High Speed (3.0-1.5 meg down, 500K up)</b> *Limited Availability- Please order at least 14 days in advance. **For use with wireless router, see Exhibitor Provided Wireless access point below.	\$656	\$886	_____	_____	
<b>Ethernet Connection with 1 IP**</b> For use with wireless router, see Exhibitor Provided Wireless Access point below.  <input type="checkbox"/> Public IP Address <input type="checkbox"/> Private IP Address	\$856	\$1155	_____	_____	
<b>Additional IP Address (and/or computer with connectivity)</b>  <input type="checkbox"/> Public IP Address <input type="checkbox"/> Private IP Address	\$137 Each	\$184 Each	_____	_____	
<b>Exhibitor Provided Wireless Access Point</b> USE OF ACCESS POINTS REQUIRES PRIOR APPROVAL	\$1560	\$2100	_____	_____	
<b>Wireless Internet Service</b>	\$184/PC	\$249/PC	_____	_____	
<b>Minimum Relocation Fee (Voice or Data)</b>	\$81/\$162	N/A	_____	_____	
*All foreign checks must be drawn on U.S. Banks Only. Edlen reserves the right to correct orders figured incorrectly					
COMPANY NAME:		PHONE:		FAX:	
ADDRESS:		CITY:		ST: ZIP:	
SIGNATURE:		PRINT NAME:		Country:	
EMAIL ADDRESS:					
PAID BY: CK AMX VISA MC DISC DINER				EXP DATE:	
CARD HOLDER SIGN:			PRINT NAME:		
<b>CREDIT CARD BILLING ADDRESS (if different from address above)</b>					
ADDRESS:		CITY:		ST: ZIP:	

## TERMS & CONDITIONS

1. **Lease of Equipment** - America's Center agrees to lease and provide to Customer, and Customer agrees to lease and obtain from America's Center, the Equipment and service described herein or on attached supplement (s) for the total rental payment set forth herein or on such attached supplement, PAYMENT FOR WHICH AMOUNT MUST ACCOMPANY SERVICE ORDERS.
2. **Term** - The Equipment and Services will be provided during the dates of the relevant show set forth on the reverse side hereof., subject to the other provisions of this Agreement.
3. **Use of PBX Switch and Related Services** - Customer's rental of the Equipment shall include the usage of (but not physical access to) the common telecommunication equipment (collectively, the "Switch") serving the Customer at the convention facility identified on the reverse side hereof (the "Building"). Unauthorized use of the PBX Switch lines for modem communications may result in termination of the service, without notice. This is to preserve the quality of service.
4. **Local Exchange Telephone Services** - Local Exchange telephone services will be provided by the local telephone company's exchange services and facilities.
5. **Long Distance** - Long distance (interexchange) services are provided by parties other the America's Center under license arrangements with center management (1 + dialing) or arrangements directly between Customer and such other parties (0 + dialing). Billing for such service shall be processed by America's Center or other such other parties. Billing or other questions relating to long-distance services should be directed initially to America's Center at the number shown on the front of this form.
6. **Requests for Service; Payment**
  - a. Request for special arrangements must be received by America's Center no less than fourteen (14) days prior to scheduled arrival time for move-in.
  - b. Personal checks will be accepted with Advance Rate requests only.
  - c. There will be a \$20 service charge for all returned checks.
7. **Equipment Management** - Customer will be responsible for returning all telephone sets or other equipment and related materials to the Telecommunications Service Desk, immediately following the show. Subject to the limitations set forth elsewhere herein, all charged deposits will be refunded immediately and deposits paid by means other than by credit card will be refunded by mail following the close of the show.
8. **Customer Details**
  - a. Customer will use the equipment in a careful and proper manner and in accordance with manuals or instructions provided by America's Center or the manufacturer or supplier. Customer shall not make any alterations, attachments, or additions to the equipment without America's Center's written consent. Only America's Center employees or approved personnel are authorized to modify system wiring.
  - b. Customers shall be liable for any loss or damage to Equipment resulting from Customer's negligence, intentional act, unauthorized maintenance, or other cause within the reasonable control of Customer, its representative, employees, agents or invitees. In the event of any loss or damage to the equipment for which Customer is liable, Customer shall reimburse America's Center for the reasonable cost of repair or replacement (or at America's Center's option, America's Center may apply all or a portion of Customer's deposit as such reimbursement.)
  - c. The equipment shall remain the sole and exclusive property of America's Center, and nothing contained herein shall give or convey to Customer any right, title or interest whatever in the Equipment which shall, at all times, be and remain the property of America's Center notwithstanding that it may be or become attached to or embedded in the realty.
9. **Events of Customer Default** - Customer shall be in default hereunder if Customer fails to pay when due any rental payment or service charge or any other indebtedness to America's Center, or Customer fails to return the Equipment to America's Center when required to do so hereunder, or fails to perform or observe any other obligation or covenant to be performed or observed by Customer herein.
10. **Remedies of America's Center** - At anytime after a default by Customer, America's Center may terminate this agreement, by notice to Customer, and repossess the Equipment, whereupon Customer's right to use the Equipment shall cease but Customer shall remain liable for all unpaid charges incurred on account of such default; or America's Center may exercise any other rights accruing to a lesser under any applicable law upon a default by a lessee.
11. **Limitation of Liability**
  - a. America's Center obligation under this agreement are subject to, and America's Center shall not be liable for delays, failure to perform or damage or destruction or malfunction of Equipment or Services or any consequence of any of the above, caused, occasioned or due to fire, flood, water, the elements, labor disputes or shortages, utility curtailments, power failure, explosions, civil disturbances, government regulatory requirements, acts of God or public enemy, war, military or government requisition, shortages of equipment or supplies, unavailability of transportation, acts or omissions of anyone other than the America's Center, its representatives, agents or employees, or any other cause beyond America's Center's reasonable control.
  - b. In all situations involving performance or non-performance of Equipment or related programs or Services furnished under this Agreement, the Customer's sole and exclusive remedy and America's Center's sole and exclusive liability will be (i) the adjustment or repair of the Equipment or replacement of its parts by America's Center or, at America's Center's option, replacement of the Equipment, or correction of programming errors, or (ii) if, after reasonable and repeated efforts, America's Center is unable to install the Equipment or replace the Equipment, in good working order, or to restore the same to good working order, or to make programming operate, the Customer shall be entitled to terminate this Agreement and receive a full refund equal to the excess (if any) of the total amount paid by the customer to America's Center for Equipment and Services under this Agreement, less the reasonable value of Customer's use of the Equipment and Services.
  - c. Claims will not be considered unless filed in writing with America's Center by Customer prior to the close of the show identified on the reverse side hereof.
  - d. IN NO EVENT SHALL AMERICA'S CENTER BE LIABLE TO THE CUSTOMER OR TO ANY OTHER PARTY FOR SPECIAL COLLATERAL, EXEMPLARY, INDIRECT, INCIDENTAL OR CONSEQUENTIAL DAMAGES, WHETHER SUCH DAMAGES OCCUR WITH OR WITHOUT PRIOR OR SUBSEQUENT TO, OR ARE ALLEGED AS A RESULT OF, TORTUOUS CONDUCT OR NEGLIGENCE OF THE EQUIPMENT OR SERVICES OF THE AMERICA'S CENTER OR BREACH OF ANY OF THE PROVISIONS OF THE AGREEMENT, REGARDLESS OF THE FORM OF ACTION, WHETHER IN CONTRACT OR IN TORT, INCLUDING STRICT LIABILITY AND NEGLIGENCE, EVEN IF AMERICA'S CENTER HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES, OR FOR ANY DAMAGES CAUSED BY THE CUSTOMER'S FAILURE TO PERFORM THE CUSTOMER'S RESPONSIBILITIES, SUCH EXCLUDED DAMAGES INCLUDE, BUT ARE NOT LIMITED TO, LOSS OF PROFITS, LOSS OF USE OR INTERRUPTION OF BUSINESS, OR OTHER CONSEQUENTIAL OR INDIRECT ECONOMIC LOSS.
  - e. Customer acknowledges and agrees that that neither America's Center or the other party responsible for the show in which Customer is participating is responsible for the provision of the of the Equipment or the Services, and that neither party shall be liable to Customer for any failure or defect in such Equipment or Services.
12. **Indemnification** - Customer hereby assumes liability for and agrees to indemnify, protect and hold wholly harmless America's Center and its agents, employees, office, directors, and any all successors and assigns, from and against any and all liabilities, obligations, losses, damages, injuries, claims, demands, penalties, actions, costs and expenses including reasonable attorney's fees, in contract, or sort or otherwise, which result from or arise out of negligent or wrongful use of the Equipment or the Services by the Customer or its representative, agents, employees or invitees.
13. **Assignment** - America's Center shall have the right to assign its interest under this Agreement to any other party subsequently providing Equipment and Services to the Building.
14. **Entire Agreement Amendment** - This Agreement and any attached supplement(s) constitute the entire agreement between the parties hereto and supersede all prior oral or written discussions or agreements. This Agreement may be amended only by a written agreement executed by both parties.