



WORLD. SHOES.
ACCESSORIES.

THE GLOBAL FOOTWEAR & ACCESSORIES MARKETPLACE

6. BOOTH RENTAL PACKAGES

- WSA Advantage Display Packages
 - The “Marcus”
 - The “Rosemary”
 - The “Misty”
 - The “Stacy”
 - The “Stewart”
 - The “Christine”
 - The “Sophia”
 - The “Natalie”
 - The “Alexis”
 - The “Ryan”
- Advantage Display Packages Order Form
- Softwall Booth Packages
- Standard Exhibits Slick
- Standard Exhibit System Order Form
- Deluxe Exhibits Slick
- Custom Exhibits Slick



WSA Advantage Display Packages

MARCUS

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World Shoe Association

Sands Expo & Convention Center • August 1-4, 2006

DEADLINE DATE:

July 13, 2006



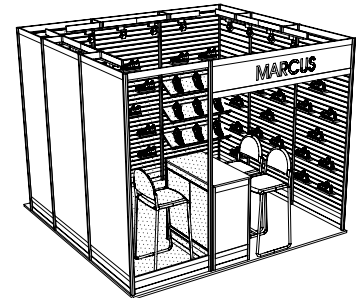
TYPE //
GEM EXHIBIT The 'Marcus'

SIZE //
10 x 10

TURNKEY PRICE //
\$4,776.00

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these concepts during fabrication to meet safety and structural
concerns without notice.

WSA Advantage Program for a 10'x10'



INCLUDES:

- Standard slatwall panels (**white, grey, black or maple**)
- One (1) 1M clear plexi front panel
- Black metal
- 8' high back and side walls (**9" electrical access at the rear of the booth**)
- 2M x 12" header with digital print - artwork to be supplied in acceptable format by client (**see Graphic Requirements**)
- Track lighting with twelve (12) halogen MR 16 lights (**electrical power and labor are not included**)
- Six (6) 1M x 12" deep, white, angled shelves with brackets (**placed by client**)
- Fifty (5) 10" x 4" clear plexi slatwall shoe shelves (**placed by client**)
- One (1) black 1M x 1/2M x 40" high counter with sliding doors
- Standard WSA Beige carpet (**no pad**)
- Three (3) grey stools
- One (1) wastebasket
- Installation / Dismantle
- Delivery
- Drayage/material handling for the exhibit only (**Exhibitor is responsible for all material handling charges for product or anything not provided above**)

Contact a GES Exhibit & Design representative to discuss your specific booth requirements at 800.801.5180 or by e-mail at advantage@ges.com

NOTE: Electrical power and labor are not included

Please refer to WSA Advantage Display Package Order/Quote (Form D-2) to initiate your order.



WSA Advantage Display Packages

ROSEMARY

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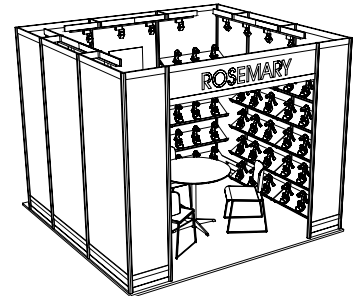
July 13, 2006



TYPE //
GEM EXHIBIT The 'Rosemary'

SIZE //
10 x 10

TURNKEY PRICE //
\$3,535.00



INCLUDES:

- Standard color melamine panels (**white, grey, black, blue or maple**)
- Silver metal
- 8' high back and side walls (**9" electrical access at the rear of the booth**)
- 2M x 12" header with digital print - artwork to be supplied in acceptable format by client (**see Graphic Requirements**)
- One (1) 20"w x 30" high digital print overlay printed on 1/4" white foamcore - artwork to be supplied in acceptable format by client (**see Graphic Requirements**)
- Track lighting with twelve (12) halogen MR 16 lights (**electrical power and labor are not included**)
- Thirty (30) 1M x 12" deep, white, angled shelves with brackets (**placed by client**)
- Standard WSA Beige carpet (**no pad**)
- One (1) grey starbase table
- Standard WSA Beige carpet (**no pad**)
- Three (3) grey side chairs
- One (1) wastebasket
- Installation / Dismantle
- Delivery
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WSA Advantage Display Packages

MISTY

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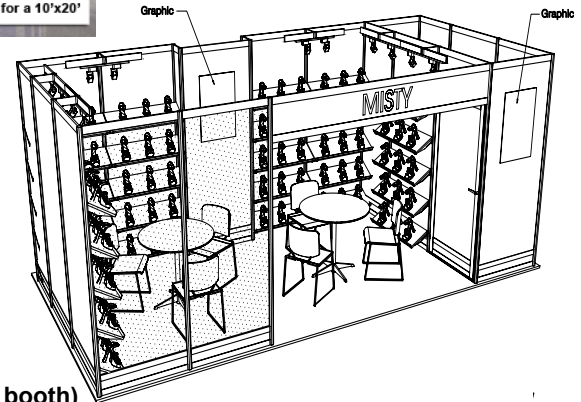
July 13, 2006



TYPE //
GEM EXHIBIT The 'Misty'

SIZE //
10 x 20

TURNKEY PRICE //
\$5,833.00



INCLUDES:

- Standard melamine panels (**black, white, grey, blue or maple**)
- Silver metal
- 8' high back and side walls (**9" electrical access at the rear of the booth**)
- Two (2) clear plexi returns on front of booth
- One (1) 3M x 1M closet with solid locking door
- 3M x 12" header with digital print - artwork to be supplied in acceptable format by client (**see Graphic Requirements**)
- Two (2) 20"w x 30" high overlay graphic on 1/4" white foamcore - artwork to be supplied in acceptable format by client (**see Graphic Requirements**)
- Track lighting with twelve (12) halogen MR 16 lights (**electrical power and labor are not included**)
- Thirty-five (35) 1M x 12" deep, white, angled shelves with brackets
- Standard WSA Beige carpet (**no pad**)
- Two (2) grey starbase tables
- Six (6) grey side chairs
- One (1) wastebasket
- Installation / Dismantle
- Delivery
- Drayage/material handling for the exhibit only (**Exhibitor is responsible for all material handling charges for product or anything not provided above**)

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WSA Advantage Display Packages

STACY

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TYPE //
GEM EXHIBIT The 'Stacy'

SIZE //
10 x 20

TURNKEY PRICE //
\$6,031.00

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WSA Advantage Program for a 10'x20'



INCLUDES:

- Standard slatwall panels (**black, white, grey or maple**)
- Silver metal
- 8' high back and side walls (**9" electrical access at the rear of the booth**)
- One (1) clear plexi return on front of booth
- One (1) 3M x 1M closet with solid locking door
- One (1) full panel, 38" x 86" tall, digital print on aisle - artwork to be supplied in acceptable format by client (**see Graphics Requirements**)
- One (1) 48" w x 24" high overlay graphic on 1/4" white foamcore - artwork to be supplied in acceptable format by client (**see Graphics Requirements**)
- Track lighting with twelve (12) halogen MR 16 lights (**electrical power and labor are not included**)
- Fifteen (15) clear plexi, 10" x 4" deep, slatwall shoe shelves (**placed by client**)
- Standard WSA Beige carpet (**no pad**)
- Two (2) grey starbase tables
- Six (6) grey side chairs
- One (1) wastebasket
- Installation / Dismantle
- Delivery
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NOTE: Electrical power and labor are not included

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11-03996



WSA Advantage Display Packages

STEWART

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TYPE //
GEM EXHIBIT The 'Stewart'

SIZE //
10 x 20

TURNKEY PRICE //
\$5,605.00

GES

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WSA Advantage Program for a 10'x20'



INCLUDES:

- Standard melamine panels (**black, white, grey, blue or maple**)
- Black metal
- 8' high back and side walls (**9" electrical access at the rear of the booth**)
- One (1) 1M x 1M closet with solid locking door
- 3M x 12" headers with digital print - artwork to be supplied in acceptable format by client (**see Graphics Requirements**)
- One (1) 20"w x 30" high overlay graphic on 1/4" white foamcore - artwork to be supplied in acceptable format by client (**see Graphics Requirements**)
- Track lighting with six (6) halogen MR 16 lights (**electrical power and labor are not included**)
- Twenty-eight (28) 1M x 12" deep, white, angled shelves with brackets (**placed by client**)
- One (1) white 16" x 16" x 48" high pedestal
- Two (2) white 16" x 16" x 36" high pedestals
- Standard WSA Beige carpet (**no pad**)
- One (1) grey starbase table
- Three (3) grey side chairs
- One (1) wastebasket
- Installation / Dismantle
- Delivery
- Drayage/material handling for the exhibit only (**Exhibitor is responsible for all material handling charges for product or anything not provided above**)

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NOTE: Electrical power and labor are not included

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CHRISTINE

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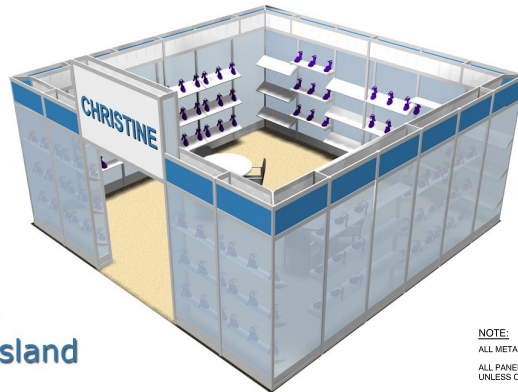
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July 13, 2006



Christine
20' x 20' Island

TYPE //
GEM EXHIBIT The 'Christine'

SIZE //
20 x 20 Island

TURNKEY PRICE //
\$17,727.00



NOTE:

ALL METAL IS SILVER.

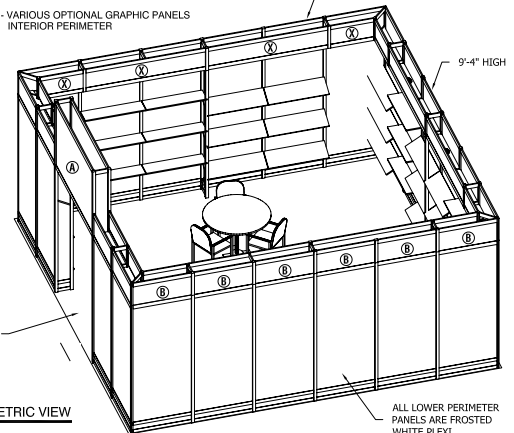
ALL PANELS ARE WHITE SINTRA UNLESS OTHERWISE NOTED.

ALL SHELVES ARE SOLID WHITE MELAMINE UNLESS OTHERWISE NOTED.

ALL CEILING ARE WHITE UNLESS OTHERWISE NOTED.

- Ⓐ -- (2) GRAPHIC PANELS 77-5/8" x 46-1/8" (CMS)
- Ⓑ -- (22) GRAPHIC PANELS 38-1/8" x 14-3/4" (EVS)
- ⓧ -- VARIOUS OPTIONAL GRAPHIC PANELS INTERIOR PERIMETER

DOWNLIGHTING FOR PRODUCT DISPLAY



CARPET: 20' x 20' Push "BEIGE"

ISOMETRIC VIEW

ALL LOWER PERIMETER PANELS ARE FROSTED WHITE PLEXI

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Las Vegas

INCLUDES:

- 8' high clear frosted panels set in silver with blue 16' high headers (**9" electrical access at the rear of the booth**)
- Down lighting in each header (**electrical power and labor are not included**)
- Eighteen (18) flat white shelves with brackets (**placed by client**)
- Thirty-six (36) white slanted shelves with brackets (**placed by client**)
- One (1) 2M x 4' tall curved header over door
- Graphics - artwork to be supplied in acceptable format by client (**see Graphics Requirements**):
 - (2) 77" x 43" digital transparency for header
 - (6) 77" x 14" digital print inside 2M
 - (8) 28" x 14" digital print inside corners
 - (2) 38" x 14" digital print inside 1M
- Standard WSA beige carpet (**no pad**)
- Two (2) grey starbase tables
- Six (6) grey arm chairs
- One (1) Wastebasket
- Installation / Dismantle
- Delivery
- Drayage/material handling for the exhibit only (**Exhibitor is responsible for all material handling charges for product or anything not provided above**)

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NOTE: Electrical power and labor are not included

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WSA Advantage Display Packages

SOPHIA

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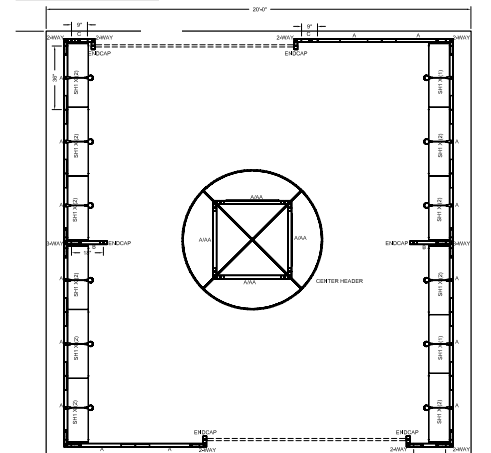
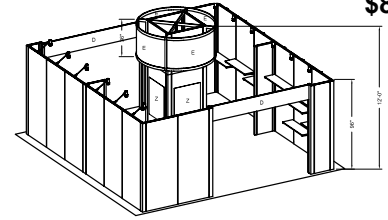
July 13, 2006



TYPE //
GEM EXHIBIT The 'Sophia'

SIZE //
20 x 20 Inline Peninsula

TURNKEY PRICE //
\$8,424.00



INCLUDES:

- 8' high maple laminated panels with hidden garcy track (9" electrical access at the rear of the booth)
- One (1) 42" x 42" x 12' high display tower with one door for storage access
- Twenty-two (22) black flat shelves with brackets (**placed by client**)
- Four (4) black tracks with four (4) lights each (**SUBSTITUTE FOR ARMLIGHTS AS SHOWN**) (electrical power and labor are not included)
- Graphics - artwork to be supplied in acceptable format by client (**see Graphics Requirements**)
 - (1) 1M radius x 30" high header with digital prints (**above closet - does not rotate**)
 - (2) 117" x 16" high headers with digital prints
 - (10) 24" x 36" digital prints
- Standard WSA beige carpet (**no pad**)
- Two (2) grey starbase tables
- Six (6) grey side chairs
- One (1) Wastebasket
- Installation/Dismantle
- Delivery
- Drayage/material handling for the exhibit only is - no charge. (**Exhibitor is responsible for all material handling charges for product or anything not provided above**)

Contact a GES Exhibit & Design representative to discuss your specific booth requirements at 800.801.5180 or by e-mail at advantage@ges.com

NOTE: Electrical power and labor are not included

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WSA Advantage Display Packages

NATALIE

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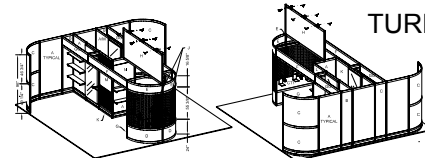
July 13, 2006



TYPE //
GEM EXHIBIT The 'Natalie'

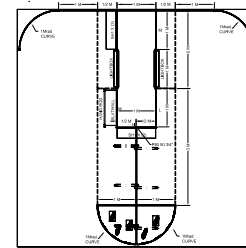
SIZE //
20 x 20

TURNKEY PRICE //
\$7,733.00



FRONT ISOMETRIC VIEW
SCALE: 1/8"

REAR ISOMETRIC VIEW
SCALE: 1/8"



PLAN VIEW

INCLUDES:

- Standard melamine panels (**black, white, grey, blue or maple**)
- Two (2) white slatwall panels
- Silver metal
- One (1) 20' x 8' high back wall with two (2) clear plex corner radius panels (**9" electrical access at the rear of the booth**)
- One (1) 10' x 3' x 8' high closet
- One (1) 6'-6" x 8' high radius display with clear plex windows
- Two (2) 117" x 12" high blank headers
- Twenty-five (25) clear plexi 10" x 4" deep shoe shelves - (**SUBSTITUTE FOR TIE RACKS AS SHOWN**)
- Eight (8) flat shelves with brackets
- Graphics - artwork to be supplied in acceptable format by client (**see Graphics Requirements**)
- Two (2) 60" radius x 12" high headers with digital print
- Two (2) 78" x 12" high headers with digital print
- One (1) 117" x 45" high billboard header with digital print on two sides
- One (1) 38" x 85" high panel insert with digital print
- Two (2) 38" x 36" high overlay graphics with digital print
- One (1) 38" x 30" high overlay graphic with digital print
- Twelve (12) armlights (**electrical power and labor are not included**)
- Standard WSA beige carpet (**no pad**)
- Two (2) grey starbase tables
- Six (6) grey side chairs
- One (1) Wastebasket
- Installation/Dismantle
- Delivery
- Drayage/material handling for the exhibit only is - no charge. (**Exhibitor is responsible for all material handling charges for product or anything not provided above**)

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NOTE: Electrical power and labor are not included.

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WSA Advantage Display Packages

ALEXIS

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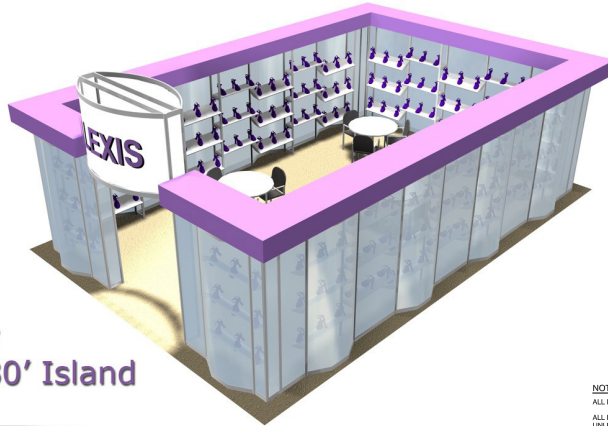
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TYPE //
GEM EXHIBIT The 'ALEXIS'

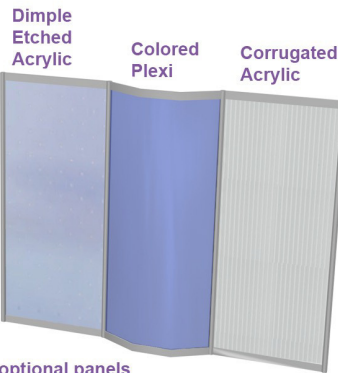
SIZE //
20 x 30 Island

TURNKEY PRICE //
\$26,985.00

Alexis 20' x 30' Island



optional doors:
2M Wide, Locking



optional panels

NOTE:

ALL METAL IS SILVER.

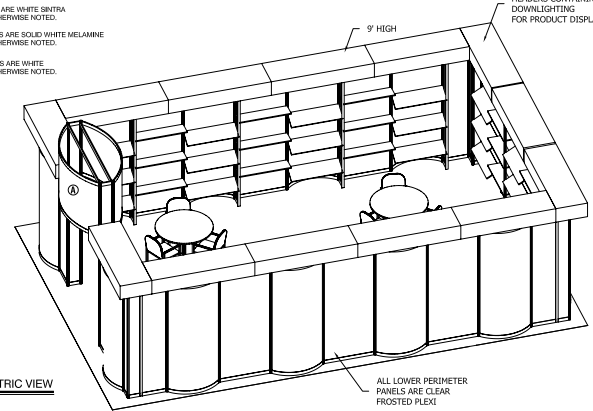
ALL PANELS ARE WHITE SINTRA UNLESS OTHERWISE NOTED.

ALL SHELVES ARE SOLID WHITE MELAMINE UNLESS OTHERWISE NOTED.

ALL CABINETS ARE WHITE UNLESS OTHERWISE NOTED.

④ -- (2) GRAPHIC PANELS - Backlighting Optional 66-3/8" x 43-3/8" (NM)

CUSTOM BOXFRAME HEADERS CONTAINING DOWNLIGHTING FOR PRODUCT DISPLAY



ISOMETRIC VIEW

ALL LOWER PERIMETER PANELS ARE CLEAR FROSTED PLEXI



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INCLUDES:

- 8' high clear frosted panels set in silver metal (**9" electrical access at the rear of the booth**)
- Custom 12" box frame header with down lighting (**electrical power and labor are not included**)
- Twenty-four (24) flat white shelves with brackets (**placed by client**)
- Thirty-nine (39) white slanted shelves with brackets (**placed by client**)
- One (1) 2M x 4' tall curved header over door
- Graphics - artwork to be supplied in acceptable format by client (**see Graphics Requirements**):
(2) 77" x 43" digital transparency for header
- Standard WSA beige carpet (**no pad**)
- Three (3) grey starbase tables
- Nine (9) grey arm chairs
- One (1) Wastebasket
- Installation / Dismantle
- Delivery
- Drayage/material handling for the exhibit only (**Exhibitor is responsible for all material handling charges for product or anything not provided above**)

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NOTE: Electrical power and labor are not included

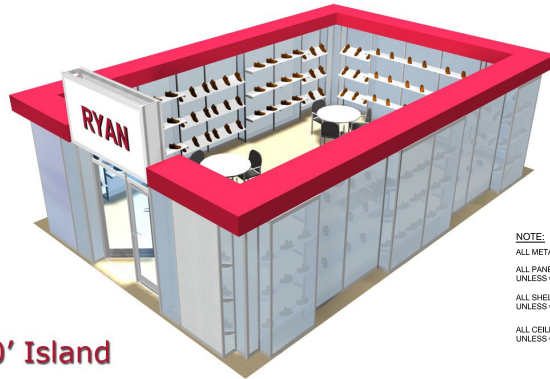
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Ryan
20' x 30' Island



ISOMETRIC VIEW

NOTE:

ALL METAL IS SILVER.

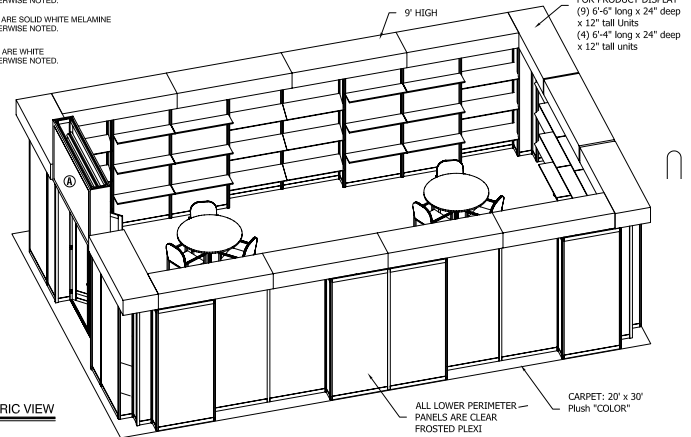
ALL PANELS ARE WHITE SINTRA UNLESS OTHERWISE NOTED.

ALL SHELVES ARE SOLID WHITE MELAMINE UNLESS OTHERWISE NOTED.

ALL CEILINGS ARE WHITE UNLESS OTHERWISE NOTED.

Ⓐ -- (1) GRAPHIC PANEL -- Backlighting Optional
76" x 42" on Milk Plexi

CUSTOM BOXFRAME HEADERS CONTAINING DOWNLIGHTING FOR PRODUCT DISPLAY
(9) 6'-0" long x 24" deep x 12" tall units
(4) 6'-4" long x 24" deep x 12" tall units



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INCLUDES:

- 8' high clear frosted panels set in silver metal (**9" electrical access at the rear of the booth**)
- Custom 12" box frame header with down lighting (**electrical power and labor are not included**)
- One (1) 2M double door with plexi inserts
- Eighteen (18) flat white shelves with brackets (**placed by client**)
- Thirty-six (36) white slanted shelves with brackets (**placed by client**)
- One (1) 2M x 4' tall header over door
- Graphics - artwork to be supplied in acceptable format by client (**see Graphics Requirements**)
- (2) 77" x 43" digital transparency for header
- Standard WSA Beige carpet (**no pad**)
- Three (3) grey starbase tables
- Nine (9) grey arm chairs
- One (1) wastebasket
- Installation / Dismantle
- Delivery
- Drayage/material handling for the exhibit only (**Exhibitor is responsible for all material handling charges for product or anything not provided above**)

Available options for additional charge:

- Solid panels for walls
- Colored or textured plexi panels
- Back lighting for header

Contact a GES Exhibit & Design representative to discuss your specific booth requirements at 800.801.5180 or by e-mail at advantage@ges.com
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WSA Advantage Display Packages Order/Quote

D-2

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COMPANY NAME	EMAIL ADDRESS	BOOTH NUMBER
CONTACT NAME	PHONE NUMBER	

Please complete the following information and submit by either fax or email to receive a quote for one of the WSA Advantage Displays.

Check style or color, provide quantity where required.

- Booth Size/Style:
- | | | | |
|--|--|--|---|
| <input type="checkbox"/> Marcus 10 x 10 | <input type="checkbox"/> Rosemary 10 x 10 | <input type="checkbox"/> Misty 10 x 20 | <input type="checkbox"/> Stacy 10 x 20 |
| <input type="checkbox"/> Stewart 10 x 20 | <input type="checkbox"/> Christine 20 x 20 | <input type="checkbox"/> Natalie 20 x 20 | <input type="checkbox"/> Sophia 20 x 20 |
| <input type="checkbox"/> Alexis 20 x 30 | <input type="checkbox"/> Ryan 20 x 30 | | |

- Panel Color:
- | | | | |
|---|--------------------------------|-------------------------------|-------------------------------|
| <input type="checkbox"/> Black | <input type="checkbox"/> White | <input type="checkbox"/> Grey | <input type="checkbox"/> Blue |
| <input type="checkbox"/> Maple wood grain | | | |

- Shelf Style:
- Straight, 1m x 12" deep – quantity _____
- Angled, 1m x 12" deep – quantity _____
- Clear plexi shoe shelves, 10" w x 4" deep for slatwall – quantity _____

- Shelf Color:
- | | | |
|--------------------------------|--------------------------------|---|
| <input type="checkbox"/> Black | <input type="checkbox"/> White | <input type="checkbox"/> Special request – glass or plexi |
|--------------------------------|--------------------------------|---|

- Counter Color (if applicable):
- | | | | |
|---|--------------------------------|-------------------------------|-------------------------------|
| <input type="checkbox"/> Black | <input type="checkbox"/> White | <input type="checkbox"/> Grey | <input type="checkbox"/> Blue |
| <input type="checkbox"/> Maple wood grain | | | |

The pedestals for the Stewart are only available in white.

- Track lighting:
- | | |
|--------------------------------|--------------------------------|
| <input type="checkbox"/> Black | <input type="checkbox"/> White |
|--------------------------------|--------------------------------|
- All track lights are available in 75 w halogen sealed bulbs only.
All track lighting has been balanced for the size tracks.

Furniture: All booth displays come with furniture, write any additional items below.

- Onyx padded side chair _____ Onyx padded chair with arms _____ Onyx padded stool _____ Starbase table _____
- Wastebaskets _____

Options: Please include a price for electrical power and labor.

- Power for lighting only
- Power for lighting and _____ list the item(s)

Please include a price for additional graphics

Contact a GES Exhibits & Design representative to discuss your specific booth requirements at 800.801.5180 or by email at advantage@ges.com . We will respond to you within 48 hours.



Softwall Booth Package

D-3

RETURN TO: GES Exposition Services • 7050 Lindell Road, Las Vegas, NV 89118-4702 • Phone: 800.801.7648 • FAX: 866.329.1437
International Exhibitors Only: Phone: 702.515.5970 • FAX: 702.263.1520 Contact us Online: www.ges.com/contact

All orders are governed by the GES Payment Policy and GES Terms & Conditions of Contract as specified in this Exhibitor Kit.

World Shoe Association

Sands Expo & Convention Center • August 1-4, 2006

DISCOUNT DEADLINE DATE:

July 13, 2006

COMPANY NAME	EMAIL ADDRESS	BOOTH NUMBER
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Plain Booth
\$400.00 Discount
 \$600.00 Regular

Option 1
 One Skirted Table
 Two Plastic Chairs
 One Wastbasket

\$523.75 Discount
 \$785.75 Regular

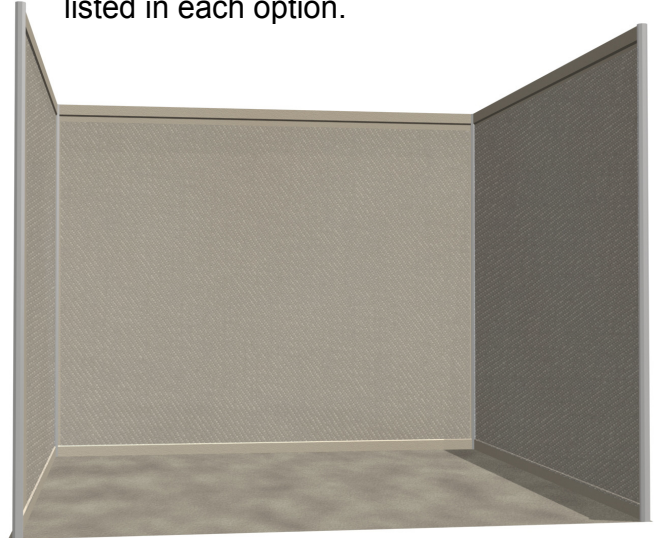
Option 2
 One Starbase Table
 Four Padded Arm Chairs
 One Wastbasket

\$773.50 Discount
 \$1,160.25 Regular

Option 3
 Shelving Unit
 One 4' Skirted Table
 Two Padded Arm Chairs
 One Wastbasket

\$1,466.25 Discount
 \$2,199.50 Regular

WSA would like to offer you a Softwall Exhibit Booth Package. Participating Exhibitors will receive a turnkey set-up with the furnishings listed in each option.



Refer to Tab #4 — GES Decorator Services to order additional furnishings, accessories and specialty furniture etageres. Fabric walls will not support shelves or other accessories. Exhibitors are responsible for any damage done to rental units (including tape, staples and safety pins left on walls). GES will invoice based on \$128.75 PER PANEL.

PLACE ORDER HERE			
DESCRIPTION	PRICE	QTY	TOTAL PRICE
Plain Booth			
Option 1			
Option 2			\$
Option 3			\$
I agree in placing this order that I have accepted GES Payment Policy and GES Terms & Conditions of Contract.	1. Total All Items Ordered		\$
	2. Payment Enclosed		\$
Authorized Signature – Please Sign: X			
	AUTHORIZED NAME - PLEASE PRINT	DATE	



Standard **EXHIBITS**

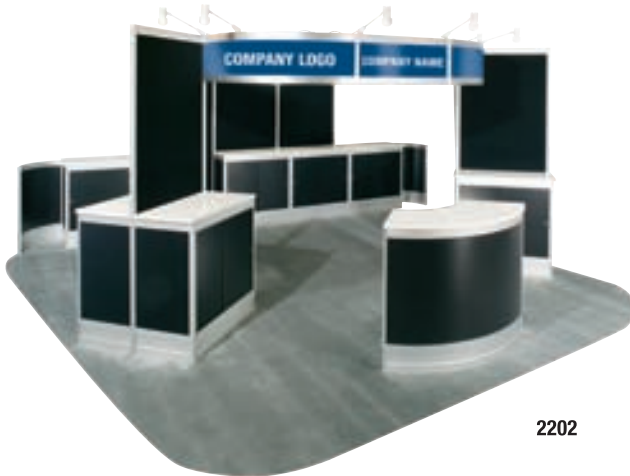


Standard Exhibits

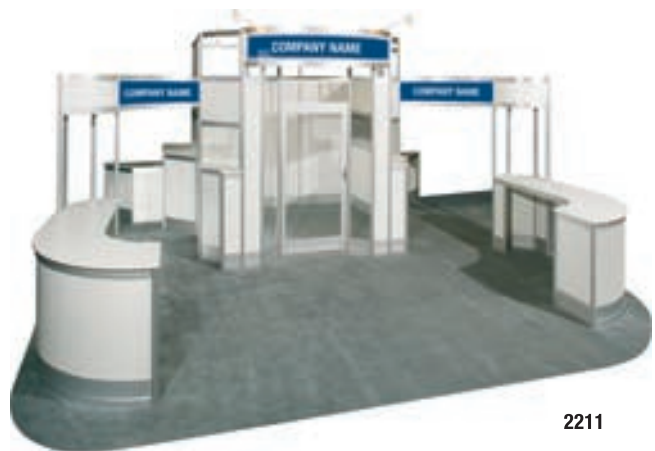
With 23 GES® standard exhibits to choose from, selecting the size and configuration that meets your tradeshow needs is easy. Our modular exhibits are hassle-free because you pay no design fees, no shipping fees, and no repair or refurbishing fees. Plus, you may customize the trim and panels, and choose 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 furnishings, hanging signs, or graphics, contact your GES National ServicenterSM representative at 800.475.2098.

20' x 20'



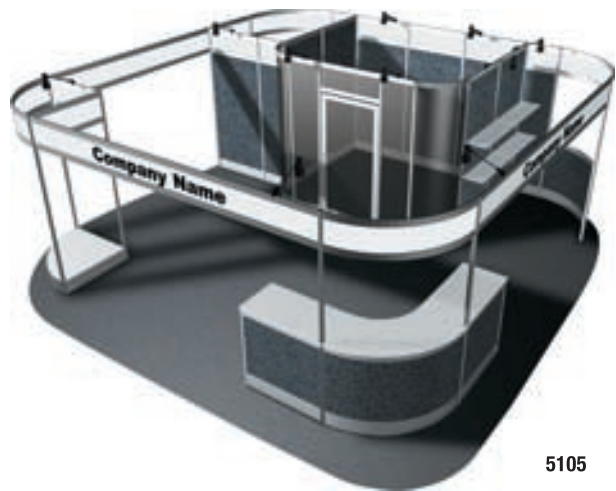
2202



2211



2216



5105

20' x 20'

2202 - Includes:

- one 38" x 12" digital sign
- two 60⁵/₈" x 12" digital signs
- one 3m counter with lockable storage
- five 1m counters
- one 1m curved counter
- nine arm lights
- one standard 20' x 20' carpet
- padding

2211 - Includes:

- one 86⁵/₈" x 14³/₄" digital sign
- two 60⁵/₈" x 12" digital signs
- one 3m x 2m meeting room
- six built-in counters
- two 2m curved counters
- six arm lights
- one standard 20' x 20' carpet
- padding

2216 - Includes:

- two 86⁵/₈" x 43⁵/₈" digital signs
- one 2m x 1m lockable storage
- one semi-private meeting room
- one 2m built-in counter
- one 1m counter with storage and header
- two 1m curved counters
- one standard 20' x 20' carpet
- padding

5105 - Includes:

- three digital signs
- one locking office
- four shelves
- one curved counter
- two 1m counters
- ten arm lights
- one standard 20' x 20' carpet
- no padding

Some items may not be available at all locations. See order form for details. Please note that although arm lights may be included in your package, electrical power must be ordered separately through the electrical services provider in your exhibitor service manual.

Standard Exhibits

10' x 20'



1206



1209



1210



1215



1216



5104

10' x 20'

1206 -Includes:

- two 48" x 12" digital signs
- one lockable storage room
- six grid-wall panels
- six 48" shelves
- four arm lights
- one standard 10' x 20' carpet
- padding

1215 - Includes:

- two 77⁵/₈" x 12" digital signs
- two 29³/₄" x 12" digital signs
- three 1m computer stations
- one display case
- one 2m counter with locking storage
- one 2m desk
- four arm lights
- one standard 10' x 20' carpet
- padding

1209 - Includes:

- three 1m x 1m display pedestals
- one 1¹/₂m counter
- six arm lights
- one standard 10' x 20' carpet
- padding

1216 -Includes:

- two 77⁵/₈" x 12" digital signs
- one 86⁵/₈" x 12" digital sign
- two 1m diagonal counters
- one 2m counter with storage
- one 2¹/₂m curved counter
- four shelves
- six arm lights
- one standard 10' x 20' carpet
- padding

1210 - Includes:

- two 48" x 12" digital signs
- six grid-wall panels
- six 48" shelves
- four arm lights
- one standard 10' x 20' carpet
- padding

5104 - Includes:

- one 116⁷/₈" x 12" digital sign
- one 57¹/₈" x 12" digital sign
- one 2m counter
- one 40" round table
- six arm lights
- five shelves
- four upholstered chairs
- one standard 9' x 20' carpet
- no padding

Some items may not be available at all locations. See order form for details. Please note that although arm lights may be included in your package, electrical power must be ordered separately through the electrical services provider in your exhibitor service manual.

Standard Exhibits

10' x 10'



1101



1107



1114



1118



1119



5004



5006



5007



5008

10' x 10'

- 1101** - Includes:
- one 77 $\frac{5}{8}$ " x 12" digital sign
 - four built-in display pedestals
 - one standard 10' x 10' carpet
 - padding

- 1119** - Includes:
- Three grid-wall panels
 - one 3m display counter
 - one standard 10' x 10' carpet
 - padding

- 5008** - Includes:
- two arm lights
 - one standard ID sign
 - one standard 9' x 10' carpet
 - no padding

- 1107** - Includes:
- one 86 $\frac{3}{8}$ " x 12" digital sign
 - one curved 2m counter with storage
 - one 1m counter
 - three arm lights
 - one standard 10' x 10' carpet
 - padding

- 5004** - Includes:
- two arm lights
 - three shelves
 - one standard ID sign
 - one standard 9' x 10' carpet
 - no padding

- 1114** - Includes:
- one 77 $\frac{5}{8}$ " x 12" digital sign
 - one 42 $\frac{1}{2}$ " x 12" digital sign
 - two 1m curved counters with lockable storage
 - four shelves
 - three arm lights
 - one standard 10' x 10' carpet
 - padding

- 5006** - Includes:
- two arm lights
 - Three grid-wall panels
 - Three shelves
 - one standard ID sign
 - one standard 9' x 10' carpet
 - no padding

- 1118** - Includes:
- one 38" x 12" digital sign
 - two 29 $\frac{3}{4}$ " x 11" digital signs
 - two 1m x 1m x 40" h counters with storage
 - one diagonal shelf
 - three arm lights
 - one standard 10' x 10' carpet
 - padding

- 5007** - Includes:
- two arm lights
 - three shelves
 - two slatwall panels
 - one standard ID sign
 - one standard 9' x 10' carpet
 - no padding

Some items may not be available at all locations. See order form for details. Please note that although arm lights may be included in your package, electrical power must be ordered separately through the electrical services provider in your exhibitor service manual.

Standard Exhibits

10' x 10'



5009



5101



5102



5103

Trim and Panel Choices

Customize your exhibit by choosing: 1) Trim color; 2) Panel Type; and 3) Fabric or Laminate color.

Choose Trim Color



silver black

Choose Fabric Color



grey black blue

Choose Laminate Color



black oxford white prism blue silver grey

Choose Panel Type

Fabric
Laminate

Upgrade Laminate Choices



maple amberwood

Note: Trim and panel choices are not available for the following exhibits: 5004, 5006, 5007, 5008, 5009, 1206, and 1210. Please see the Standard Carpet order form and brochure to select colors for your booth carpet.

10' x 10'

5009 - Includes:
 · two arm lights
 · three shelves
 · three grid panels
 · one custom ID sign
 · one standard 9' x 10' carpet
 · no padding

5101 - Includes:
 · one custom ID sign
 · three arm lights
 · two shelves
 · one 6' skirted table
 · no padding

5102 - Includes:
 · one custom ID sign
 · two arm lights
 · one standard 9' x 10' carpet
 · no padding

5103 - Includes:
 · one custom ID sign
 · three arm lights
 · five shelves
 · one 1m counter
 · one standard 9' x 10' carpet
 · no padding

Some items may not be available at all locations. See order form for details. Please note that although arm lights may be included in your package, electrical power must be ordered separately through the electrical services provider in your exhibitor service manual.

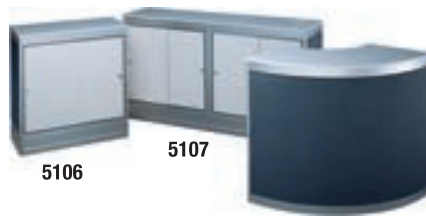
Standard Exhibits

Accessories



5011

Arm Light 5011 may only be used with exhibits 5004, 5006, 5007, 5008, 5009, 1206, and 1210.



5106

5107

5108



5109



5110



5112

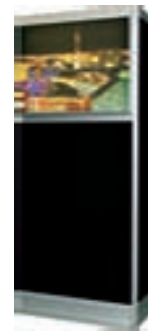
Arm Light 5112 may not be used with exhibits 5004, 5006, 5007, 5008, 5009, 1206, and 1210.



5113



5114



5115



5116



5117

Slatwall Accessories

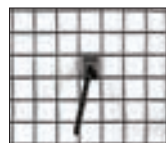
Gridwall Accessories



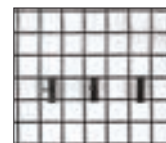
5012



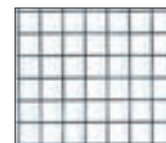
5013



5018



5019



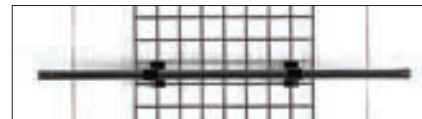
5028



5014



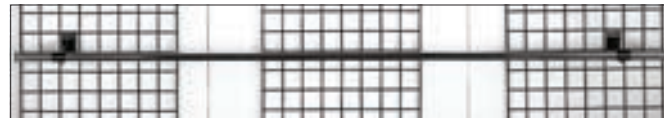
5015



5020



5016, 5017



5021

Accessories

- 5011 - arm light, in black or white
- 5106 - 1m locking info counter
- 5107 - 2m locking info counter
- 5108 - 1m curved locking info counter
- 5109 - shelf, 1m x 10"
- 5110 - slatwall panel, 1m x 8' (hooks/hangbar not included)

- 5112 - arm lights, black or white
- 5113 - wirewall panel, black or white
- 5114 - tackboard, 4' x 8'
- 5115 - lightbox, 36¹⁵/₁₆ X 27¹⁵/₁₆
- 5116 - lightbox, 36¹⁵/₁₆ X 56¹⁵/₁₆
- 5117 - lightbox, 36¹⁵/₁₆ X 84¹⁵/₁₆W (lightbox graphic inserts not included)

Slatwall Accessories

- 5012 - shelf, 1m x 10"
- 5013 - ball waterfall
- 5014 - hook waterfall
- 5015 - hooks, 4", 6", or 8"
- 5016 - 1m hangbar
- 5017 - 2m hangbar

Gridwall Accessories

- 5018 - ball waterfall, black
- 5019 - hooks, 4", 6", or 8"
- 5020 - 1m hangbar
- 5021 - 2m hangbar
- 5028 - grid panel

Some items may not be available at all locations. See order form for details. Please note that although arm lights may be included in your package, electrical power must be ordered separately through the electrical services provider in your exhibitor service manual.



Standard Exhibit System Order Form

D-1

RETURN TO: GES Exposition Services • 7050 Lindell Road, Las Vegas, NV 89118-4702 • Phone: 800.801.7648 • FAX: 866.329.1437
International Exhibitors Only: Phone: 702.515.5970 • FAX: 702.263.1520 Contact us Online: www.ges.com/contact

All orders are governed by the GES Payment Policy and GES Terms & Conditions of Contract as specified in this Exhibitor Kit.

World Shoe Association
Sands Expo & Convention Center • August 1-4, 2006

DISCOUNT DEADLINE DATE:
July 13, 2006

COMPANY NAME	EMAIL ADDRESS	BOOTH NUMBER
--------------	---------------	--------------

PRICE LIST

ITEM #	DESCRIPTION	DISCOUNT PRICE	REGULAR PRICE	ITEM #	DESCRIPTION	DISCOUNT PRICE	REGULAR PRICE
20' X 20' EXHIBITS				ACCESSORIES			
2202	20x20 Island/Peninsula	\$ 11,199.50	\$ 16,799.25	5011	Hardwall Arm Light, Black or White	\$ 52.50	\$ 78.75
2211	20x20 Island/Peninsula	\$ 19,071.75	\$ 28,607.63	5106	Information Counter, 1 Meter	\$ 255.50	\$ 383.25
2216	20x20 Island	\$ 17,385.75	\$ 26,078.63	5107	Information Counter, 2 Meter	\$ 351.00	\$ 526.50
5105	20x20 Island	\$ 16,825.00	\$ 25,238.25	5108	Information Counter, 1 Meter Curved	\$ 383.00	\$ 574.25
10' X 20' EXHIBITS				5109	Shelf, 1 Meter x 10"	\$ 42.25	\$ 67.75
1206	10x20 Inline, White Hardwall Only	\$ 6,521.75	\$ 7,825.25	5110	Slatwall, 1 Meter x 8'	\$ 365.25	\$ 547.75
1209	10x20 Inline	\$ 6,770.25	\$ 8,124.25	5112	Arm Light, Black or White	\$ 65.25	\$ 98.00
1210	10x20 Inline, White Hardwall Only	\$ 6,235.75	\$ 7,482.50	5113	Wirewall Panel, Black or White	\$ 295.75	\$ 443.50
1215	10x20 Inline	\$ 8,422.00	\$ 10,106.00	5114	Tackboard, 4' x 8'	\$ 360.25	\$ 540.50
1216	10x20 Inline	\$ 9,342.25	\$ 11,210.50	5115	Light Box, Small, Graphics Not Included	\$ 296.75	\$ 445.00
5104	10x20 Inline	\$ 4,571.75	\$ 6,857.75	5116	Light Box, Medium, Graphics Not Included	\$ 334.75	\$ 502.25
10' X 10' EXHIBITS				5117	Light Box, Large, Graphics Not Included	\$ 469.25	\$ 703.75
1101	10x10 Inline	\$ 4,790.75	\$ 5,748.25	SLATWALL ACCESSORIES			
1107	10x10 Corner	\$ 5,160.25	\$ 6,192.75	5012	Shelf, 1 Meter x 10"	\$ 44.75	\$ 67.25
1114	10x10 Inline	\$ 4,663.25	\$ 5,595.00	5013	Waterfall, 7 Ball	\$ 20.25	\$ 30.50
1118	10x10 Inline	\$ 4,272.25	\$ 5,125.50	5014	Waterfall, Hooks	\$ 20.25	\$ 30.50
1119	10x10 Inline	\$ 2,794.00	\$ 3,353.00	5015	Hook, 4", 6", or 8"	\$ 4.75	\$ 7.25
5004	10x10 Inline, White Hardwall Only	\$ 1,904.75	\$ 2,857.25	5016	Hangbar, 1 Meter	\$ 48.75	\$ 73.25
5006	10x10 Inline, White Hardwall Only	\$ 1,904.75	\$ 2,857.25	5017	Hangbar, 2 Meter	\$ 110.00	\$ 165.00
5007	10x10 Inline, White Hardwall Only	\$ 2,001.00	\$ 3,001.50	SMOOTHWALL GRID ACCESSORIES			
5008	10x10 Inline, White Hardwall Only	\$ 1,140.75	\$ 1,771.25	5018	Waterfall, 7 Ball	\$ 20.25	\$ 30.50
5009	10x10 Inline, White Hardwall Only	\$ 1,777.50	\$ 2,666.25	5019	Hook, 4", 6", or 8"	\$ 4.75	\$ 7.25
5101	6' Tabletop Display	\$ 671.25	\$ 1,006.75	5020	Hangbar, 1 Meter	\$ 48.75	\$ 73.25
5102	10x10 Inline	\$ 1,211.50	\$ 1,817.25	5021	Hangbar, 2 Meter	\$ 109.25	\$ 164.00
5103	10x10 Inline	\$ 1,745.75	\$ 2,618.75	5028	Grid Panel	\$ 91.25	\$ 137.00

Delivery, installation, rental, and dismantling are included in package price.

Cancellation Policy: Due to material and labor costs, orders cancelled before move-in begins will be charged 50% of original price. Similarly, orders cancelled after move-in will be charged 100%.

PLEASE INDICATE CHOICE

PLACE ORDER HERE

➤ **16 oz. Standard Carpet Color** (Item #'s 1101-5009, 5102-5105 ONLY). Gray will be provided if no color is indicated below:

- Black Forest Green Red
 Blue Gray Stone Blue
 Burgundy Purple Teal

➤ **Choose Fabric or Laminate Panel Type (a or b), and then select Color** (Item #'s 1101-1119, 1209, 1215-2216, 5101-5108, 5115-5117 ONLY). Gray Fabric Panel will be provided if no color or type is indicated below:

- a. Fabric Panel:
 Black Blue Gray
 b. Laminate Panels:
 Black Oxford White
 Prism Blue Silver Gray

➤ **Trim Metal Color** (Item #'s 1101-1119, 1209, 1215-2216, 5101-5108, 5115-5117 ONLY). Silver will be provided if no color is indicated below:

- Black Silver

➤ **Arm Light:** Black White

➤ **Wirewall Panel:** Black White

➤ **Plexi:** Clear Smoke

➤ **Electrical Under Carpet?**
 Yes No

➤ **Table Skirt Color** (Item # 5101 ONLY). Gray will be provided if no color is indicated below:

- Beige Forest Green Purple
 Black Gold Red
 Blue Gray Teal
 Burgundy Mauve White

ITEM #	DESCRIPTION	PRICE	QTY	TOTAL PRICE
				\$
				\$
				\$
				\$
				\$
				\$
				\$
				\$
				\$
				\$

I agree in placing this order that I have accepted GES Payment Policy and GES Terms & Conditions of Contract.

Authorized Signature – Please Sign:

1. Total All Items Ordered	\$
2. Payment Enclosed	\$
AUTHORIZED NAME - PLEASE PRINT	DATE

CUSTOM ID SIGN An EPS Vector format file with all fonts converted to outline and hard copy must be received with this order to receive a Custom ID Sign. Signs will be black text on white. Color signs is additional, please call for a quote.

If Custom ID is not required, please indicate ID copy. Print or type.

- For Additional Custom Graphics, please send a request to email address gesgraphics@ges.com
- For Custom Exhibits, please send a request to email address exhibitdesign@ges.com

SAVE TIME WITH GES ONLINE AT: www.ges.com

11-03996



Deluxe
EXHIBITS



How do I order a DELUXE EXHIBIT?

STEP 1: Call 866.481.9722 or email us at gese&d@ges.com to be put in contact with an Account Executive.

Designer Series was specifically created with the exhibitor in mind. Elegant, light maple laminate panels create a visually dynamic showcase for your products and services.

Architectural elements include towers, radius panels, curves, angles and offsets to add interesting depth and dimension to your selling environment. Exhibits are accented with sleek black metal accessories and trim.

We've taken extra steps to ensure that the focus is on your product, not ours. Allowing our brackets and fasteners to be less visible, "Garcy" strips are integrated into the wall panel.

Accessories

Several high-end component options provide ultimate display flexibility. Mix and match virtually any combination of components to get the right merchandising environment for your product.



Display-Friendly Features

- 8' and 12' wall panel heights
- light maple finished panels and finishes
- "invisible" hardware
- curved and angled display features
- illuminated graphics
- integrated direct and indirect lighting
- upgraded plush carpet



All designs can be modified to fit your booth space.

www.ges.com



Custom **EXHIBITS**



Purchasing a CUSTOM EXHIBIT

GES® brings all their capabilities and resources together with one-on-one attention to detail and follow-through you would expect from an industry leader.

Your Introduction

The custom exhibit process starts when our GES team meets with you to determine your tradeshow goals and requirements. Based on the information gathered at this meeting, our skilled designers will present renderings of the finished exhibit for your review.

Your Customization Continues

Materials and finishes will be discussed and selected from our wide range of fabrics and substrates, including special, upgraded finishes available only on custom exhibits. Once the overall look has been agreed upon, the renderings are turned over to our CAD engineers and plans are prepared for construction. Our engineers are the most experienced in the industry and their carefully executed plans will be followed precisely as our skilled fabricators build your exhibit.

ProjectPoint™

You will be able to review and approve designs online throughout the process with ProjectPoint™, our online design review and project communication.



AGFA - PMA



CBS Television City -
Permanent retail store
and programming facility
at MGM Hotel



Noritsu - PMA



HIP Interactive - E³

Email us at gese&d@ges.com or call us at 866.481.9722 to speak with a GES Account Executive.