



## **American Chemical Society Southeastern Regional Meeting**

Hosted by the Alabama & Auburn Local Sections ACS

November 10 – 13, 2021

Birmingham Jefferson Convention Complex (BJCC), Birmingham, AL

### **Exhibitor Instructions**

We are pleased to learn your organization will be participating in the 2021 Southeastern Regional Meeting of the American Chemical Society (SERMACS) at the Birmingham Jefferson Convention Complex. VEAL Convention Services, Inc. is the official Exposition Service Contractor for the conference.

We've processed your booth reservation. With the purchase of a commercial booth, you are entitled two complimentary registration, or for those that purchased a double booth, four complimentary registrations. Graduate Fair booth reservation includes one complimentary registration.

Registration of additional individuals above which are assisting but not attending technical sessions, may be purchased at the cost of a guest registration (\$30).

**Please read SERMACS 2021 [Rules and Regulations for Expo](#) and contact us for questions or concerns.**

#### **Exhibitor Installation:**

**Commercial Exhibitors** may set up individual displays on Wednesday, November 10<sup>th</sup> from 12:00 PM until 5:00 PM. Exhibits will open Thursday, November 11<sup>th</sup> at 8:00 AM.

**Graduate Fair Exhibitors** may set up individual displays on Saturday, November 13 at 7:00 AM. Graduate Fair will be open from 8:00 AM until 12:00 PM

#### **Exhibitor Dismantle:**

Commercial Exhibitors may begin dismantling of individual displays on Friday, November 12<sup>th</sup> at 4:00 PM and must be cleared by 6:00 PM

Graduate School Exhibitors may begin dismantling individual displays on Saturday, November 13 at 12:00 PM and must be cleared by 4:00 PM

**Each exhibitor will be provided with and 10' X 10' wide pipe and drape booth including one 6' ft skirted table, two chairs, one wastebasket and a booth ID sign. and have general overhead illumination.**

General security will be provided. Please note, the exposition hall is not carpeted. Should you require additional furnishing, visit VEAL's website [www.vealco.com](http://www.vealco.com), at and select "Exhibitor Login" from the home page, to start an online order for your company. You may also contact VEAL via telephone at (205) 368-1010 or via e-mail at [orders@vealco.com](mailto:orders@vealco.com) to request an exhibitor service kit.

#### **Shipping Materials**

EXHIBITORS ARE REQUIRED TO COORDINATE ANY SHIPMENTS OF EXHIBIT RELATED MATERIALS WITH VEAL CONVENTION SERVICES.

**PLEASE DO NOT SHIP ANY RELATED MATERIALS DELIVERED TO THE FACILITY. NO EXCEPTIONS.**

### **Advance Warehouse Shipping**

Materials must arrive before November 5<sup>th</sup> to receive discounts. All shipped materials will be accepted until November 10<sup>th</sup> with late fees. Advance Warehouse receiving hours are Monday through Friday 9:00 AM to 3:00 PM.

If you have materials that need to be shipped to the Conference, contact VEAL via telephone at (205) 368-1010 or via e-mail at [orders@vealco.com](mailto:orders@vealco.com) to for shipping cost/instructions. All orders must be completed and processed in advance to protect your on-site representative from being responsible for any balance due on site.

All exhibit material will be delivered to individual booth spaces for Commercial Exhibitors prior to exhibitor set-up. **LOADING and UNLOADING of all exhibit material brought into the facility by exhibitors must be done so through the Birmingham-Jefferson Convention Complex Loading Dock # 4.**

### **Exhibitor Move Out**

If you are using VEAL to ship your outbound materials. Please leave you items packed with return shipping address labels attached to your materials in your booth. If you are using a different carrier, your are responsible for coordinating and scheduling the pick up of your shipment.

### **Electrical Services**

Request for Electrical Service, extension cords, and multiple connection boxes must be arranged with Edlen - BJCC. visit Edlen's website at <http://bjccordering.edlen.com>, and elect "Register" from the home page, to start an online order for your company. Once registered, you will need to choose your event by typing "SERMACS" to begin your order. You may also contact Edlen via telephone at (702) 385-6911.

**We thank you for your participation and look forward to welcoming you to Birmingham!**



**SERMACS**  
November 10 - 13, 2021

## **GENERAL SHOW INFORMATION**

### **OFFICIAL SERVICE PROVIDER**

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

Phone: 205.328.1010  
Fax: 205.328.1012  
Toll Free: 800.844.8325  
Email: [orders@vealco.com](mailto:orders@vealco.com)

### **FACILITY**

Birmingham Jefferson Convention Complex - Dock 4  
4 21st Street North  
Birmingham, AL 35234

### **IMPORTANT DATES**

Discount Deadline Date: Friday, November 5, 2021.

## **SHIPPING INFORMATION**

### **ADVANCE WAREHOUSE SHIPPING**

Must arrive before November 5 to receive discounts. Will be accepted until November 10 with late fees. Advance Warehouse receiving hours are Monday through Friday 9:00am to 3:00pm.

TO: (Name of Exhibitor)  
C/O Veal Convention Services, Inc.  
For: SERMACS

3016 Reverend Abraham Woods Jr Blvd.  
Birmingham, Alabama 35203

Please contact us if Advance Warehouse Shipping is not possible for you.  
We will help make other arrangements.

## **PAYMENT POLICY**

***CREDIT CARDS CANNOT BE ACCEPTED BY FAX OR EMAIL  
PLEASE USE OUR ONLINE ORDERING OR CALL OUR OFFICE FOR ASSISTANCE***  
PLEASE FAMILIARIZE YOURSELF WITH THIS POLICY BEFORE ORDERING ANY SERVICES  
***\*\*\*NO SERVICES WILL BE RENDERED WITHOUT FULL PAYMENT IN ADVANCE\*\*\****

**PAYMENT FOR SERVICES:** ***CREDIT CARDS CANNOT BE ACCEPTED BY FAX OR EMAIL. PLEASE USE OUR ONLINE ORDERING AT VEALCO.COM OR CALL OUR OFFICE FOR ASSISTANCE.*** Veal Convention Services, Inc. (VCS) requires payment in full at the time services are ordered. ***VCS REQUIRES YOUR CREDIT CARD TO BE ON FILE TO COVER FLOOR ORDERS AND OUTBOUND / SHIPPING CHARGES EVEN IF YOU CHOOSE TO PAY BY COMPANY CHECK OR WIRE TRANSFER.***

**ADVANCE ORDERS:** To qualify for discount pricing, orders must be received with payment in full on or before the pre-order discount price deadline. Purchase orders do not qualify for Advance Prices.

**SHOW SITE ORDERS:** Services ordered at showsite will not be processed without full payment at the time the order is placed.

**THIRD PARTY ORDERS:** If you contract your work to a display or exhibit house and require services from VCS, the payment policy stated above applies. Please pass this information on to them.

**METHOD OF PAYMENT:** VCS accepts MasterCard, Visa, American Express, company check (no personal checks accepted) as acceptable forms of payment. Any bank fees for wire transfers are the responsibility of the exhibitor. All payments must be made in US funds drawn in a US bank. Exhibitors will be charged \$50 for each returned NSF check.

**ADJUSTMENTS / CANCELLATIONS:** No adjustments to invoices will be made after the close of the show. Cancellation of service(s) made prior to actual delivery or installation will be charged a 50% cancellation fee. Cancellation of service(s) made after actual delivery or installation will be charged a 100% cancellation fee.

**COLLECTIONS FEES: ALL CHARGES MUST BE PAID IN FULL PRIOR TO CLOSE OF SHOW BY CASH, CHECK OR CREDIT CARD.** A fee equal to 2% per month (24% per annum) will be assessed on any unpaid balance. Client is responsible for any fees, including, but not limited to, collection fees, attorney's fees and court costs, that may be incurred in effort to collect any unpaid balance.

***PLEASE GO TO VEALCO.COM TO ACCESS OUR ONLINE ORDERING SYSTEM***

Online ordering is available at: [veal.boomerecommerce.com](http://veal.boomerecommerce.com).  
Please call 1(800)844-8325 with any questions you may have regarding your order.

## **FREIGHT HANDLING SERVICES**

**ADVANCE SHIPPING ADDRESS:**

Veal Convention Services, Inc.  
3016 Rev. Abraham Woods Blvd  
Birmingham, AL 35203

Please use our online ordering at [veal.boomerecommerce.com](http://veal.boomerecommerce.com) to place your order for Freight Handling Services. We are available at 1-800-844-8325 and [orders@vealco.com](mailto:orders@vealco.com) to assist you with any issues.

### **INBOUND SHIPMENTS**

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

### **OUTBOUND SHIPMENTS**

Up to 50 lbs	\$20 per package
51- 100 lbs	\$40 per package
100 + lbs	\$0.40 per pound

## **IMPORTANT INFORMATION ABOUT OUTBOUND SHIPMENTS**

To ensure that your outbound shipment is handled per your instructions, please be advised of the following:

- 1. CONTACT YOUR CARRIER TO SCHEDULE PICK UP OF YOUR SHIPMENT**  
You must call your carrier (UPS, Fedex, etc.) to schedule and make arrangements for your pickup UNLESS you are using Veal Convention Services for outbound shipments.
- 2. PACK AND LABEL YOUR MATERIALS**
- 3. COMPLETE A VCS BILL OF LADING FOR EACH OUTBOUND SHIPMENT**  
Please pick up bills of lading at the Veal Convention Services Exhibitor Service Desk. Complete a bill of lading for each shipment/destination and return to the VCS Service Desk once your shipments are ready to be loaded out.

Please use our online ordering at [veal.boomerecommerce.com](http://veal.boomerecommerce.com) to place your order for Freight Handling Services. We are available at 1-800-844-8325 and [orders@vealco.com](mailto:orders@vealco.com) to assist you with any issues.



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**ADVANCE SHIPMENT LABELS**

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**RUSH! Exhibition Freight RUSH! Exhibition Freight RUSH!**

Must arrive by: **Friday, November 5, 2021**  
**SERMACS - November 11-13, 2021**

From: \_\_\_\_\_ To: Veal Convention Services  
3016 Rev Abraham Woods Jr. Blvd. N  
Birmingham, AL 35203

Exhibiting Company: \_\_\_\_\_

Carrier: \_\_\_\_\_ Number \_\_\_\_\_ of \_\_\_\_\_ pieces.

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Exhibiting Company: \_\_\_\_\_

Carrier: \_\_\_\_\_ Number \_\_\_\_\_ of \_\_\_\_\_ pieces.

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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

### DISPLAY TABLES Skirted

	Advance Order	Floor Order
4ft by 2ft by 30in high	\$89	\$109
6ft by 2ft by 30in high	\$109	\$129
8ft by 2ft by 30in high	\$129	\$149

(Standard table height is 30in. Add \$40 for 40in high skirted table.) (All sizes skirted on three sides. For skirt on 4th side, add \$20 on 30in tall table, \$30 on 40in tall table)

Table Skirt Color: \_\_\_\_\_ blue \_\_\_\_\_ red \_\_\_\_\_ burgundy  
\_\_\_\_\_ black \_\_\_\_\_ green \_\_\_\_\_ yellow \_\_\_\_\_ white



### DISPLAY TABLES Bare

	Advance Order	Floor Order
4ft by 2ft by 30in high	\$39	\$59
6ft by 2ft by 30in high	\$49	\$69
8ft by 2ft by 30in high	\$59	\$79

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, cannot be skirted)	\$59	\$89
Cocktail Round (highboy) (30in diameter, 40in height, cover available separately)	\$69	\$99
60" Banquet Round (60in diameter, 30in height, cannot be skirted)	\$89	\$149

### CHAIRS

	Advance Order	Floor Order
Folding	\$9	\$19
Side	\$49	\$69
Arm	\$49	\$69
Barstool	\$69	\$89



### OTHER

	Advance Order	Floor Order
Cocktail Round Cover	\$19	\$25
Sign Hooks (6)	\$1	\$2
Message Board (4'x8')	\$129	\$169
Pegboard (4'x8')	\$129	\$169
Wastebasket	\$9	\$15
Chrome Stanchion	\$35	\$45
Stanchion Rope	\$19	\$35
Retractable Stanchion	\$45	\$55
Literature Rack	\$99	\$139
Easel	\$19	\$29
Bag Stand	\$49	\$59
10' wide section of 3ft drape	\$49	\$59
10' wide section of 8ft drape	\$69	\$89
42in LCD monitor (includes tabletop feet)	\$199	\$398
Stand for LCD Monitor	\$99	\$198

Online ordering is available at: [veal.boomerecommerce.com](http://veal.boomerecommerce.com).

Please call 1(800)844-8325 with any questions you may have regarding your order.

## **OTHER AVAILABLE SERVICES AND ACCESSORIES**

We also offer the following services and accessories on request:

***Signs and Graphics***

***Exhibit Installation and Dismantling***

***Booth Carpeting***

***Cleaning Services***

***Storage - Before, During and After the Event***

***Transportation and Delivery***

*We are available to assist with all aspects of your participation in the exhibits. Please do not hesitate to call or email for assistance:*

1-800-844-8325

or

[info@vealco.com](mailto:info@vealco.com)

**PLEASE FOLLOW THE LINK AVAILABLE AT [VEALCO.COM](http://VEALCO.COM)  
TO ACCESS OUR ONLINE ORDERING.**

We do not accept orders by fax. We are available by email and telephone to help process your orders.