



GENERAL SHOW INFORMATION

Heartbeat International

April 29 - May 2, 2025

Birmingham-Jefferson Convention Complex (BJCC)

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: Tuesday, April 22, 2025.

Orders must be received with payment by this date to qualify for discounted prices.

Advance Freight Cutoff: Tuesday, April 22, 2025.

Freight received at advance warehouse after cutoff date subject to late fees and additional transportation charges.

To order electricity or internet go to [BJCC Exhibitor Services](#)

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 AND DIRECT TO SHOW SHIPPING INFORMATION

See attached shipping labels for deadlines and addresses.

RENTAL TERMS & CONDITIONS, LIMITS OF LIABILITY and OTHER IMPORTANT INFORMATION

All services and rentals are governed by the terms and conditions and limits of liability available at veal.boomerecommerce.com. Or 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 SERVICES

SERVICE A - ADVANCE SHIPMENT TO WAREHOUSE

CRATED AND/OR SKIDDED FLOOR LOAD SHIPMENTS - Shipments that can be unloaded at the dock with no additional handling required. Each shipment received is charged separately. Cumulative weights are not allowed on minimums. *Prices apply only to shipments that meet the pre-order deadline.*

STRAIGHT TIME RATE: \$79 per 100lbs. – 200lbs. minimum

SERVICE B - DIRECT SHIPMENT TO SHOWSITE

CRATED AND/OR SKIDDED FLOOR LOAD SHIPMENTS - See definition above in Service A.

STRAIGHT TIME RATE: \$109 per 100lbs. – 200lbs. minimum

SERVICE C - SMALL PACKAGE SERVICE

Cartons and envelopes received without documentation. Maximum weight is 30 lbs. per shipment, per delivery. This includes UPS, FedEx, etc. All shipments received via air carrier that do not fall under the small package category may be subject to special handling charges.

STRAIGHT TIME RATE: \$39 per package

SERVICE D - OUTBOUND ONLY FREIGHT HANDLING SERVICE

Freight handled only at close of show. Material handling fees include taking materials to the loading dock and loading on designated carriers.

STRAIGHT TIME RATE: \$49 per 100lbs. – 200lbs. minimum

OTHER CHARGES FOR FREIGHT HANDLING SERVICES

Uncrated, Loose, and Shipments Requiring Special Handling: Shipments of uncrated or loose items or boxes, machinery / heavy equipment or blanket wrapped items or any items that require special handling. Additional Fee: 30 percent

Delivery Deadline: Advance shipments to warehouse that are received before the advance receiving dates or not received at least five (5) days prior to show move-in and any direct to show site shipments that arrive before or after designated acceptance times. Additional Fee: 30 percent

Overtime Surcharge*: Straight time rates are quoted above and apply Monday through Friday 8am - 4pm. Freight handling on overtime, before 8am and after 4pm on weekdays and on Saturday, Sunday or Holiday, an additional 30 percent will be charged per occurrence. Based on move-in / move-out schedule, an overtime surcharge per occurrence applies to shipments handled at show site during overtime hours. (Your advance warehouse shipments may be received during straight-time, but the move-in / move-out schedule may require that your shipment be moved in to our out of the exhibit area on overtime.) Additional Fee: 30 percent for every overtime application. * This fee has already been included for this event in the pricing listed above. *

Transportation Surcharge: Charge applies to freight transported to VCS warehouse after close of show. \$35 per 100lbs (\$350 minimum)

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: **Tuesday, April 22, 2025**
Heartbeat International - Apr 29 - May 2, 2025 - BJCC - Birmingham, AL

From: _____ To: Veal Convention Services
3016 Reverend Abraham Woods Jr. Blvd. N
Birmingham, AL 35203

Exhibiting Company: _____ Booth Number: _____

Number _____ of _____ pieces. Carrier _____

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From: _____ To: Veal Convention Services
3016 Reverend Abraham Woods Jr. Blvd. N
Birmingham, AL 35203

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	\$19	\$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

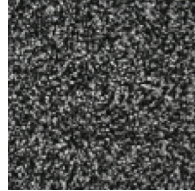
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RENTAL CARPET

CARPET COLOR:



Bluejay



Tuxedo/ Pepper



Cayenne

CARPET ONLY

	Advance Order	Floor Order
10ft x10ft	\$169	\$249
10ft x20ft	\$349	\$499
10ft x30ft	\$479	\$719

Custom Cut carpet is available at a rate of \$9 per square foot

CARPET AND PADDING

	Advance Order	Floor Order
10ft x10ft	\$269	\$399
10ft x20ft	\$549	\$799
10ft x30ft	\$779	\$1169

Custom cut carpet with padding is available at a rate of \$16 per square foot

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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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OTHER AVAILABLE SERVICES AND ACCESSORIES

We also offer the following services and accessories on request:

Signs and Graphics

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

**PLEASE FOLLOW THE LINK AVAILABLE AT 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.

To order electricity or internet go to

[BJCC Exhibitor Services](#)