



ESSENTIALS/TECH

JUNE 5 - 8, 2017  
MANDALAY BAY  
CONVENTION CENTER

# The Deluxe Line



**THE DELUXE LINE FEATURES:**

- Fluorescent Lighting
- Mirrored sliding doors with lock
- Glass sides
- Bronze frame/white
- Rear storage area with locked sliding doors
- Available in 4', 5' and 6' lengths and corner cases
- Available in half vision and quarter vision



## Deluxe Showcase Rental Order Form

*Telephone orders not accepted*

SIZE	QUANTITY		ADVANCED PRICE	PRICE FOR ORDERS RECEIVED AFTER 04/17/17	SHOW SITE PRICE	TOTAL
	HALF VISION	QUARTER VISION				
4 FOOT			\$405.00	\$430.00	\$580.00	
5 FOOT			\$405.00	\$430.00	\$580.00	
6 FOOT			\$405.00	\$430.00	\$580.00	
CORNER			\$425.00	\$450.00	\$600.00	

\* "Mandatory" - Add \$25.00 per showcase, electrical connection fee \$ \_\_\_\_\_

SUBTOTAL \$ \_\_\_\_\_

8.15% SALES TAX \$ \_\_\_\_\_

FIRM NAME: \_\_\_\_\_ AMOUNT ENCLOSED \$ \_\_\_\_\_

ADDRESS: \_\_\_\_\_ BOOTH NO(S): \_\_\_\_\_

CITY & STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

AUTHORIZED BY: \_\_\_\_\_ PHONE: \_\_\_\_\_

E-MAIL ADDRESS: \_\_\_\_\_ FAX: \_\_\_\_\_

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CASES ARE RENTED FOR DISPLAY PURPOSES ONLY AND WE DO NOT WARRANT THE SAFETY OR SECURITY THEREOF. WE ARE NOT LIABLE FOR CONTENTS, DAMAGE OR BREAKAGE AFTER CASES HAVE BEEN DELIVERED.

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ESSENTIALS/TECH

JUNE 5 - 8, 2017  
MANDALAY BAY  
CONVENTION CENTER

**LED Lights Available**  
CALL FOR DETAILS

# The Designer Line



## THE DESIGNER LINE FEATURES:

- Fluorescent Lighting
- Mirrored sliding doors with lock
- Glass sides
- Brushed Silver frame/white
- Rear storage area with locked sliding doors ( Half & Quarter Vision Only)
- Available in 4', 5', and 6' lengths and corner cases
- Available in Full Vision, Half Vision and Quarter Vision

Placement  
Grid Required

## Designer Showcase Rental Order Form

Telephone orders not accepted

SIZE	QUANTITY			ADVANCED PRICE	PRICE FOR ORDERS RECEIVED AFTER 04/17/17	SHOW SITE PRICE	TOTAL
	FULL VISION	HALF VISION	QUARTER VISION				
4 FOOT				\$380.00	\$405.00	\$555.00	
5 FOOT				\$380.00	\$405.00	\$555.00	
6 FOOT				\$380.00	\$405.00	\$555.00	
34" CORNER	X			\$405.00	\$430.00	\$580.00	
42" CORNER	X	X		\$430.00	\$455.00	\$605.00	

\* "Mandatory" - Add \$25.00 per showcase, electrical connection fee \$ \_\_\_\_\_

SUBTOTAL \$ \_\_\_\_\_

8.15% SALES TAX \$ \_\_\_\_\_

FIRM NAME: \_\_\_\_\_ AMOUNT ENCLOSED \$ \_\_\_\_\_

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**The Designer Line**

**HALOGEN LIGHTS!**



QUARTER VISION SHOWN

**THE DESIGNER LINE FEATURES:**

- Halogen Lighting
- Mirrored sliding doors with lock
- Brushed Silver frame/white
- Rear storage area with locked sliding doors
- Available in 4', 5', and 6' lengths and 42" corner cases
- Available in Quarter Vision

*Placement  
Grid Required*

**Designer Showcase Rental Order Form**

*Telephone orders not accepted*

SIZE	QUANTITY QUARTER VISION	PRICE	PRICE FOR ORDERS RECEIVED AFTER 04/17/17	SHOW SITE PRICE	TOTAL
4 FOOT		\$430.00	\$455.00	\$605.00	
5 FOOT		\$430.00	\$455.00	\$605.00	
6 FOOT		\$430.00	\$455.00	\$605.00	
42" CORNER		\$450.00	\$475.00	\$625.00	

\* "Mandatory" - Add \$25.00 per showcase, electrical connection fee \$ \_\_\_\_\_

SUBTOTAL \$ \_\_\_\_\_

8.15% SALES TAX \$ \_\_\_\_\_

FIRM NAME: \_\_\_\_\_ AMOUNT ENCLOSED \$ \_\_\_\_\_

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**The Elite Line**

**HALOGEN LIGHTS!**



**THE ELITE LINE FEATURES:**

- Halogen Lighting
- Mirrored sliding doors with lock
- Glass sides
- Brushed gold frame/white
- Rear storage area with locked sliding doors
- Available in 4', 5', and 6' lengths and corner cases
- Available in half vision and quarter vision



**Elite Showcase Rental Order Form**

*Telephone orders not accepted*

SIZE	QUANTITY		ADVANCED PRICE	PRICE FOR ORDERS RECEIVED AFTER 04/17/17	SHOW SITE PRICE	TOTAL
	HALF VISION	QUARTER VISION				
4 FOOT			\$430.00	\$455.00	\$605.00	
5 FOOT			\$430.00	\$455.00	\$605.00	
6 FOOT			\$430.00	\$455.00	\$605.00	
CORNER			\$450.00	\$475.00	\$625.00	

\* "Mandatory" - Add \$25.00 per showcase, electrical connection fee \$ \_\_\_\_\_

SUBTOTAL \$ \_\_\_\_\_

8.15% SALES TAX \$ \_\_\_\_\_

FIRM NAME: \_\_\_\_\_ AMOUNT ENCLOSED \$ \_\_\_\_\_

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ESSENTIALS/TECH

JUNE 5 - 8, 2017  
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CONVENTION CENTER

New Item  
EARLY DEADLINE  
LIMITED QUANTITIES

# The Ultra Line



FULL VISION SHOWN

## THE ULTRA LINE FEATURES:

Placement  
Grid Required

- LED Lighting available in:
  - \_\_\_ 3000K Yellow
  - \_\_\_ 6000K White**MUST INDICATE**
- Glass sliding doors with lock
- Glass sides
- Aluminum frame
- White exterior (shown in Black)
- Rear storage area with locked sliding doors available on Half and Quarter Vision cases
- Available in 4', 5', and 6' lengths and corner cases
- Available in full, half, and quarter vision
- 41 1/2" High
- Riser available to add 7" height

## Ultra Showcase Rental Order Form

Telephone orders not accepted

SIZE	QUANTITY			ADVANCED PRICE	PRICE FOR ORDERS RECEIVED AFTER 03/15/17	SHOW SITE PRICE	TOTAL
	FULL VISION	HALF VISION	QUARTER VISION				
4 FOOT				\$465.00	\$490.00	\$640.00	
5 FOOT				\$465.00	\$490.00	\$640.00	
6 FOOT				\$465.00	\$490.00	\$640.00	
34" CORNER				\$490.00	\$515.00	\$665.00	
48" CORNER				\$490.00	\$515.00	\$665.00	

\* "Mandatory" - Add \$25.00 per showcase, electrical connection fee \$ \_\_\_\_\_

SUBTOTAL \$ \_\_\_\_\_

8.15% SALES TAX \$ \_\_\_\_\_

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# The Standard White Line

## THE STANDARD WHITE LINE FEATURES:



- Fluorescent Lighting
- Sliding doors with lock (no mirrors)
- Solid Sides
- Matte white formica exterior
- Closed storage area in half and quarter vision cases
- Available in 4', 5' and 6' lengths and corner cases
- Showcases are available in full, half and quarter vision
- Corner cases are available in half and quarter vision only



## Standard White Showcase Rental Order Form

Telephone orders not accepted

SIZE	QUANTITY			ADVANCED PRICE	PRICE FOR ORDERS RECEIVED AFTER 04/17/17	SHOW SITE PRICE	TOTAL
	FULL VISION	HALF VISION	QUARTER VISION				
4 FOOT				\$355.00	\$380.00	\$530.00	
5 FOOT				\$355.00	\$380.00	\$530.00	
6 FOOT				\$355.00	\$380.00	\$530.00	
CORNER	X			\$380.00	\$405.00	\$555.00	

\* "Mandatory" - Add \$25.00 per showcase, electrical connection fee \$ \_\_\_\_\_

SUBTOTAL \$ \_\_\_\_\_

8.15% SALES TAX \$ \_\_\_\_\_

FIRM NAME: \_\_\_\_\_ AMOUNT ENCLOSED \$ \_\_\_\_\_

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ESSENTIALS/TECH

JUNE 5 - 8, 2017  
MANDALAY BAY  
CONVENTION CENTER

# THE ACCENT CUBE

Placement  
Grid Required



- WHITE**
- Aluminum Frame
  - White
  - 3 fixed 50 watt lights
  - 18" x 18" x 70" with 18" x 18" x 18" glass display area
  - Locking, hinged frameless glass door
  - Locking storage in base

- DELUXE or ELITE LINES**
- Brushed Gold frame
  - White
  - 4 MR16 lights in pivoting fixtures
  - 18" x 18" x 70" with 18" x 18" x 18" glass display area
  - Locking, hinged frameless glass door
  - Locking storage in base



**LIMITED QUANTITIES AVAILABLE**

STYLE	QUANTITY	PRICE	PRICE FOR ORDERS RECEIVED AFTER 04/17/17	SHOW SITE PRICE	TOTAL
SILVER / WHITE		\$285.00	\$310.00	\$460.00	
GOLD / WHITE		\$335.00	\$360.00	\$510.00	

\* "Mandatory" - Add \$25.00 per showcase, electrical connection fee \$ \_\_\_\_\_

SUBTOTAL \$ \_\_\_\_\_

8.15% SALES TAX \$ \_\_\_\_\_

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"Accent"

# MUSEUM STYLE PEDESTAL

## FEATURES:

**LED Lights Available**  
CALL FOR DETAILS



- 8" Canopy
- Lighted display area
- Glass doors with lock
- Locking storage section
- 70" high x 20" deep x 30" wide
- 20" high glass display area

*Placement  
Grid Required*

## CHOICES:

- Brushed Gold frame/White/  
6 Halogen Lights
- Aluminum frame/White/  
6 Halogen Lights

STYLE	QUANTITY	PRICE	PRICE FOR ORDERS RECEIVED AFTER 04/17/17	SHOW SITE PRICE	TOTAL
Gold/White		\$415.00	\$440.00	\$590.00	
Alum/White		\$415.00	\$440.00	\$590.00	

\* "Mandatory" - Add \$25.00 per showcase, electrical connection fee \$ \_\_\_\_\_

SUBTOTAL \$ \_\_\_\_\_

8.15% SALES TAX \$ \_\_\_\_\_

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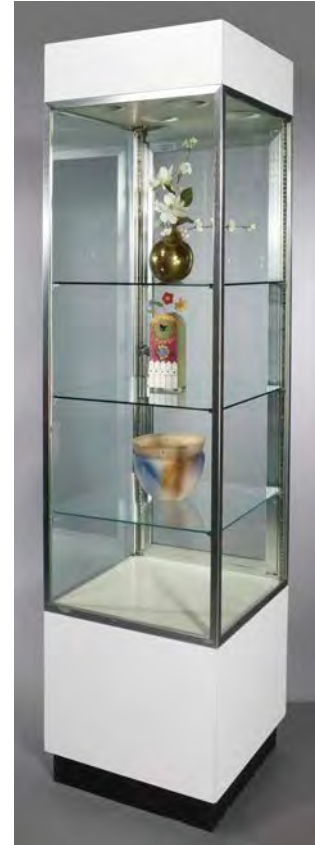


# TOWERS

*Placement  
Grid Required*

## FEATURES:

- 6" Canopy with 4 Halogen lights
- 3 Adjustable glass shelves
- Hinged framed door with lock
- Clear glass on 4 sides
- 80" high x 20" deep x 20" wide
- 54" glass display
- Choices
  - brushed gold frame / white
  - aluminum frame / white



TYPE	QUANTITY		ADVANCED PRICE	PRICE FOR ORDERS RECEIVED AFTER 04/17/17	SHOW SITE PRICE	TOTAL
	ALUM/WHITE	GOLD/WHITE				
Towers			\$360.00	\$385.00	\$535.00	

\* "Mandatory" - Add \$25.00 per showcase, electrical connection fee \$ \_\_\_\_\_

SUBTOTAL \$ \_\_\_\_\_

8.15% SALES TAX \$ \_\_\_\_\_

FIRM NAME: \_\_\_\_\_ AMOUNT ENCLOSED \$ \_\_\_\_\_

ADDRESS: \_\_\_\_\_ BOOTH NO(S): \_\_\_\_\_

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# BOUTIQUE WALL UNIT

## FEATURES:



- 5" Canopy
- Lighted display area
- Glass doors with lock
- Solid Back or Glass Back
- Locking storage section
- 76" high x 13" deep x 48" wide
- 44" high glass display area
- 3 Rows Adjustable Glass Shelves



## CHOICES:

- Aluminum frame/White/  
Enhanced Lighting
- Brushed Gold frame/White/  
Enhanced Lighting

STYLE	QUANTITY		PRICE	PRICE FOR ORDERS RECEIVED AFTER 04/17/17	SHOW SITE PRICE	TOTAL
	SOLID	GLASS				
Designer			\$460.00	\$485.00	\$635.00	
Deluxe			\$460.00	\$485.00	\$635.00	

\* "Mandatory" - Add \$25.00 per showcase, electrical connection fee \$ \_\_\_\_\_

SUBTOTAL \$ \_\_\_\_\_

8.15% SALES TAX \$ \_\_\_\_\_

FIRM NAME: \_\_\_\_\_ AMOUNT ENCLOSED \$ \_\_\_\_\_

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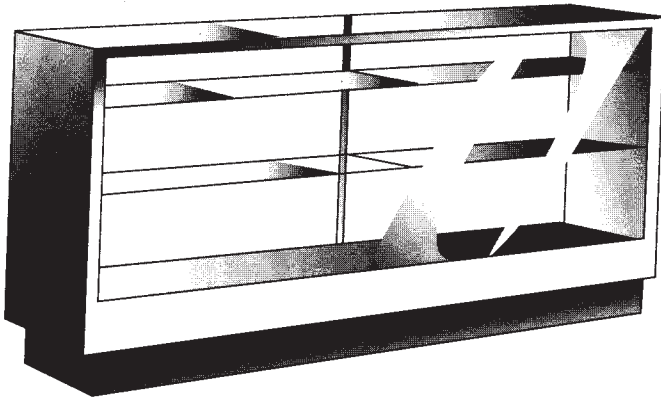
NAME ON CARD: \_\_\_\_\_ SEC. CODE: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

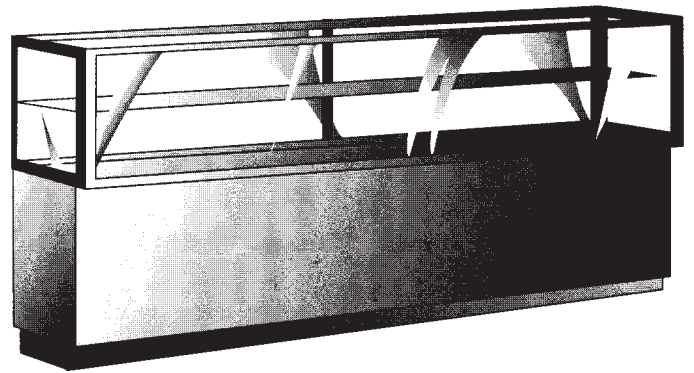
CASES ARE RENTED FOR DISPLAY PURPOSES ONLY AND WE DO NOT WARRANT THE SAFETY OR SECURITY THEREOF. WE ARE NOT LIABLE FOR CONTENTS, DAMAGE OR BREAKAGE AFTER CASES HAVE BEEN DELIVERED.

\*An electrical connection fee of \$25.00 per showcase has been negotiated by Reed Exhibitions to insure a smoother move in for Exhibitors. American Fixture & Display Corp. has agreed to assist by collecting this fee and remitting it to the appropriate parties.

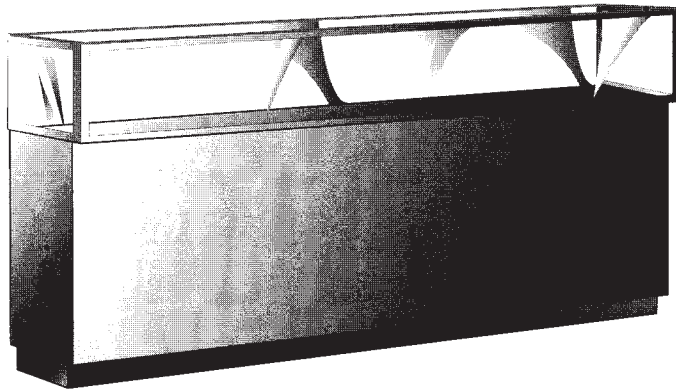
## Available Styles



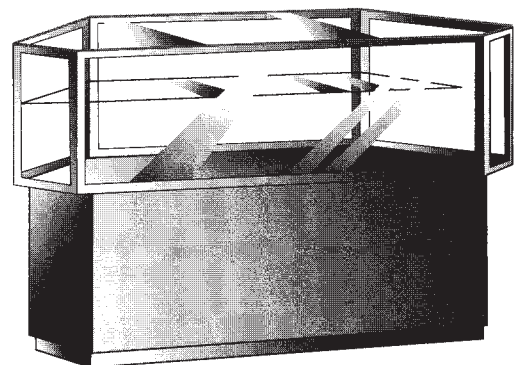
FULL VISION SHOWCASE



HALF VISION SHOWCASE



QUARTER VISION SHOWCASE



CORNER SHOWCASE

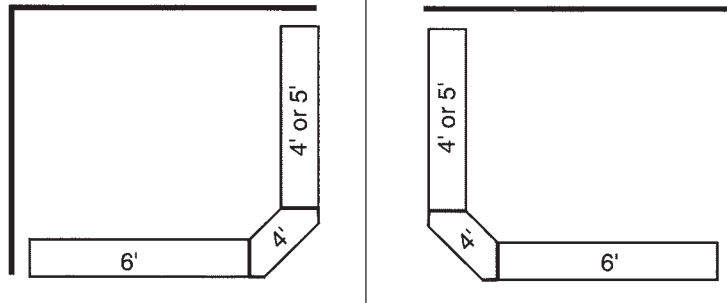
LENGTHS 4' • AVAILABLE IN HALF VISION  
AND QUARTER VISION

# American Fixture & Display Corp.

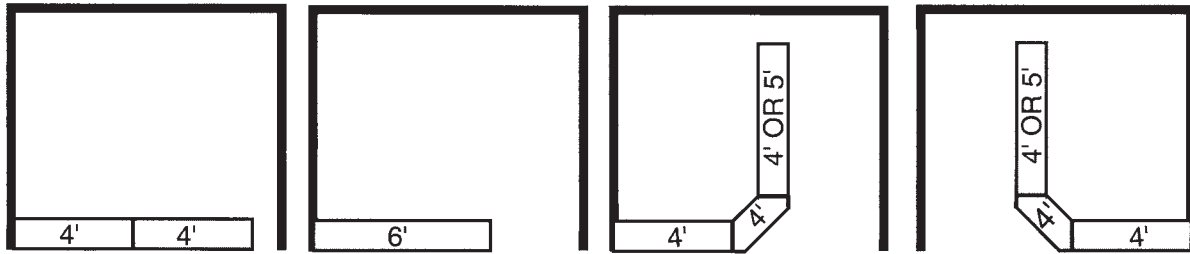
15-04 130th Street, College Point, New York 11356 • TEL: [718] 463-2176 FAX: [718] 463-4302

# Sample Layouts

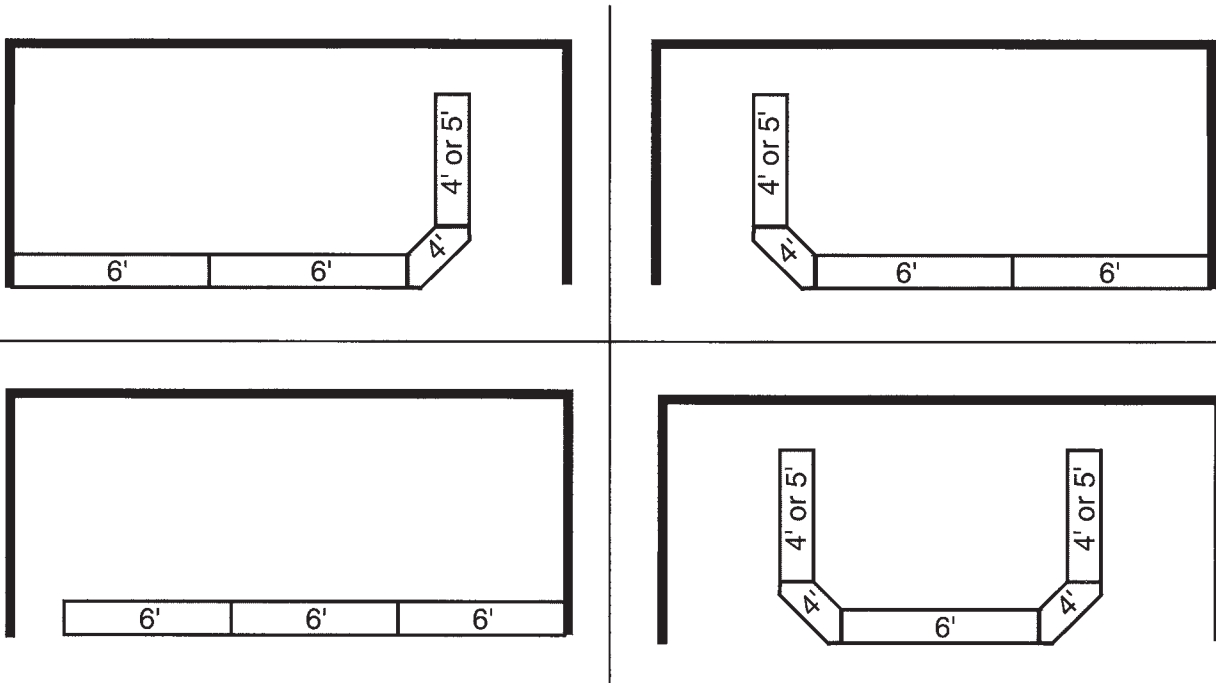
## 10 FOOT X 10 FOOT CORNER BOOTHS



## 10 FOOT X 10 FOOT SINGLE BOOTHS



## 10 FOOT X 20 FOOT DOUBLE BOOTHS



# American Fixture & Display Corp.



# ELECTRICAL INFORMATION

## Non LED Lighting

### Standard Case – White (Fluorescent)

4'	25 Watts
5'	30 Watts
6'	40 Watts
34" Corner	20 Watts

### Designer Case - Gray (Fluorescent)

4'	25 Watts
5'	30 Watts
6'	40 Watts
34" Corner	20 Watts

### Deluxe Case - Black (Fluorescent)

4'	25 Watts
5'	30 Watts
6'	40 Watts
34" Corner	20 Watts

### Designer Case - Gray (Halogen)

4'	100 Watts
5'	120 Watts
6'	140 Watts
42" Corner	100 Watts

### Elite Case - Etched Verdigris (Halogen)

4'	100 Watts
5'	120 Watts
6'	140 Watts
34" Corner	80 Watts

### Tower ( Halogen)

200 Watts

### Museum Pedestals (Halogen)

300 Watts

### Accent Cube White & Gray (Halogen)

150 Watts

Black & Verdigris (Halogen)

140 Watts

### Boutique Case (Fluorescent)

162 Watts

### Wall Case (Fluorescent)

80 Watts

### See-Thru Wall Case (Fluorescent)

80 Watts

# **ELECTRICAL INFORMATION**

## **LED Lighting**

<b><u>Standard Case</u></b>	42 Watts
<b><u>Designer Case</u></b>	42 Watts
<b><u>Deluxe Case</u></b>	42 Watts
<b><u>Elite Case</u></b>	42 Watts
<b><u>Ultra Case</u></b>	42 Watts
<b><u>Classic V1,V3,V5 &amp; V6</u></b>	24 Watts
<b><u>Tower</u></b>	28 Watts
<b><u>Museum Pedestals</u></b>	36 Watts
<b><u>Accent Cube</u></b>	24 Watts
<b><u>Boutique Case (Top Only)</u></b>	84 Watts
<b><u>Wall Case (Top Only)</u></b>	50 Watts
<b><u>See-Thru Wall Case (Top Only )</u></b>	50 Watts



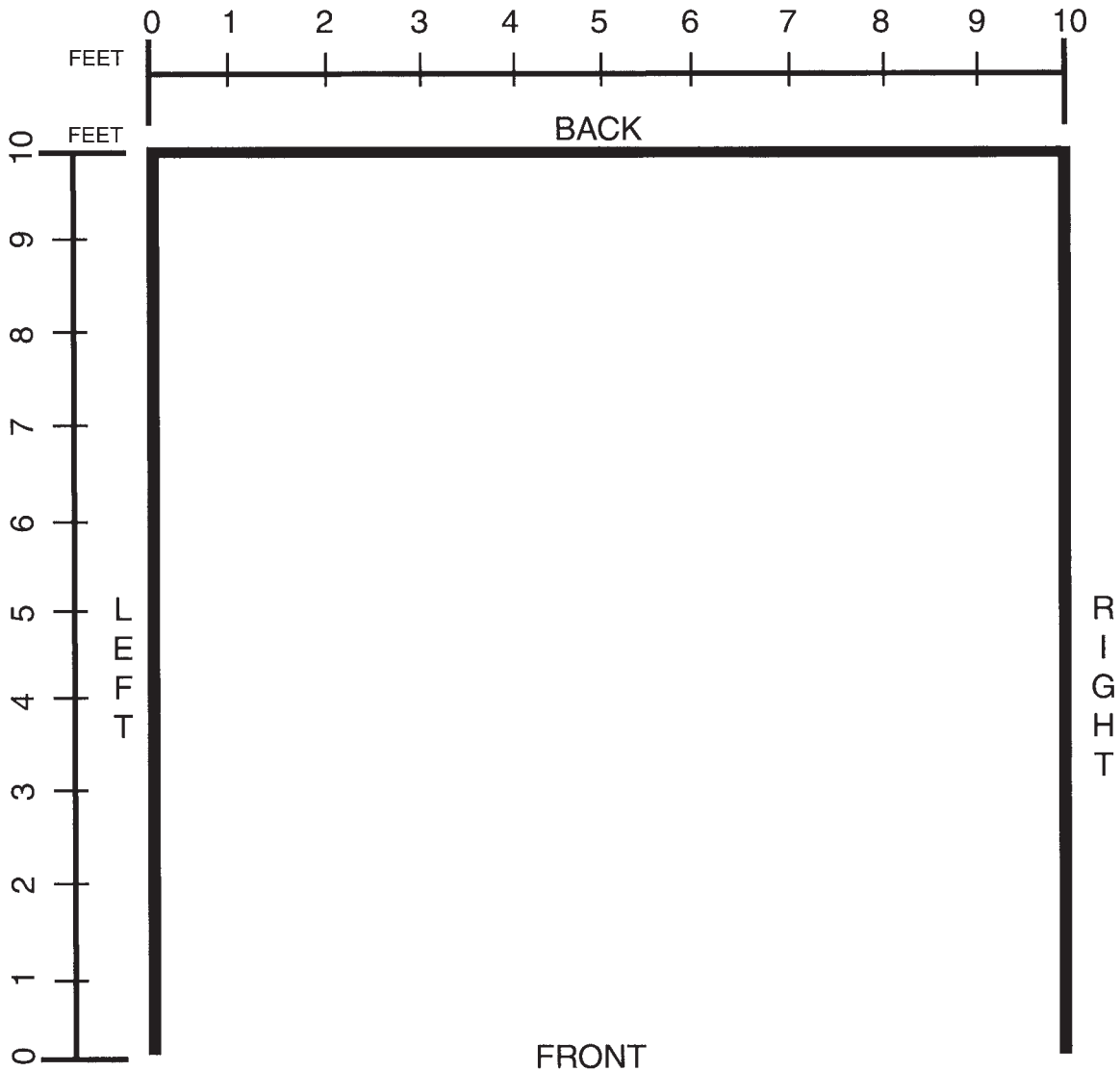
LAS VEGAS

ESSENTIALS/TECH

\* MUST BE SUBMITTED FOR ORDER TO BE PROCESSED

# Showcase Placement Grid

PLEASE INDICATE BELOW THE MANNER IN WHICH YOU WANT THE SHOWCASES PLACED IN YOUR BOOTH(S) AND RETURN THIS FORM TO US WITH YOUR ORDER. IF YOU HAVE MULTIPLE BOOTHS, PLEASE CHANGE THE FOOT MARKINGS AS NECESSARY.



EXHIBITOR NAME: \_\_\_\_\_ BOOTH NO.: \_\_\_\_\_ BOOTH SIZE: \_\_\_\_\_

## American Fixture & Display Corp.

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