

# Standard White Line

## STANDARD WHITE FEATURES:



- Fluorescent lighting
- LED lighting available for an additional \$85 per showcase
- Aluminum frame
- Matte white formica exterior
- Solid sides
- Sliding doors with lock (no mirrors)
- Rear storage area with lock in half and quarter vision cases
- Available in 4', 5' and 6' lengths and corner cases
- 38" high and 20" deep
- Showcases are available in full, half and quarter vision
- Corner cases are available in half and quarter vision only

SIZE	QUANTITY			ADVANCED PRICE	PRICE FOR ORDERS RECEIVED AFTER 02/09/2024	SHOW SITE PRICE	TOTAL
	FULL VISION	HALF VISION	QUARTER VISION				
4 FOOT				\$375.00	\$450.00	\$575.00	
5 FOOT				\$375.00	\$450.00	\$575.00	
6 FOOT				\$375.00	\$450.00	\$575.00	
34" CORNER	X			\$395.00	\$470.00	\$595.00	

Add \$85.00 per showcase for LED lighting \$ \_\_\_\_\_

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

8.875% SALES TAX \$ \_\_\_\_\_

AMOUNT ENCLOSED \$ \_\_\_\_\_

COMPANY NAME \_\_\_\_\_

BOOTH NUMBER \_\_\_\_\_

**ONLINE ORDERING  
AVAILABLE**  
VISIT [AMERICANFIXTURE.COM](http://AMERICANFIXTURE.COM)

**ORDERS AND BOOTH LAYOUT DUE BY February 9, 2024**

**American Fixture & Display Corp.**

Phone: (718) 463-2176 • Fax: (718) 463-4302

Email: [orders@americanfixture.com](mailto:orders@americanfixture.com) • Web: [americanfixture.com](http://americanfixture.com)

Please complete company name, credit card information and booth layout located on the final pages. This is required to process your order.

Please note: Telephone orders not accepted.

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# Designer Line



## DESIGNER LINE FEATURES:

- Fluorescent lighting
- Halogen lighting available for an additional \$50 per showcase
- LED lighting available for an additional \$85 per showcase
- Aluminum frame
- Textured designer gray formica exterior
- Glass sides
- Mirrored sliding doors with lock
- Rear storage area with lock in half and quarter vision only
- Available in 4', 5' and 6' lengths and corner cases
- 39" high and 20" deep
- Showcases are available in full, half and quarter vision
- Corner cases are available in half and quarter vision only

SIZE	QUANTITY			ADVANCED PRICE	PRICE FOR ORDERS RECEIVED AFTER 02/09/2024	SHOW SITE PRICE	TOTAL
	FULL VISION	HALF VISION	QUARTER VISION				
4 FOOT				\$400.00	\$475.00	\$600.00	
5 FOOT				\$400.00	\$475.00	\$600.00	
6 FOOT				\$400.00	\$475.00	\$600.00	
34" CORNER	X	X		\$415.00	\$490.00	\$615.00	
42" CORNER	X	X		\$430.00	\$505.00	\$630.00	

Add \$50.00 per showcase for Halogen lighting \$ \_\_\_\_\_

Add \$85.00 per showcase for LED lighting \$ \_\_\_\_\_

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

8.875% SALES TAX \$ \_\_\_\_\_

AMOUNT ENCLOSED \$ \_\_\_\_\_

COMPANY NAME \_\_\_\_\_

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# Deluxe Line



### DELUXE LINE FEATURES:

- Fluorescent lighting
- LED lighting available for an additional \$85 per showcase
- Brushed gold frame
- Glossy black formica exterior
- Glass sides
- Mirrored sliding doors with lock
- Rear storage area with lock
- Available in 4', 5' and 6' lengths and corner cases
- 38" high and 20" deep
- Showcases and corner cases available in half vision and quarter vision only

SIZE	QUANTITY		ADVANCED PRICE	PRICE FOR ORDERS RECEIVED AFTER 02/09/2024	SHOW SITE PRICE	TOTAL
	HALF VISION	QUARTER VISION				
4 FOOT			\$415.00	\$490.00	\$615.00	
5 FOOT			\$415.00	\$490.00	\$615.00	
6 FOOT			\$415.00	\$490.00	\$615.00	
34" CORNER			\$435.00	\$510.00	\$635.00	

Add \$85.00 per showcase for LED lighting \$ \_\_\_\_\_

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

8.875% SALES TAX \$ \_\_\_\_\_

AMOUNT ENCLOSED \$ \_\_\_\_\_

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# Elite Line

**ELITE LINE FEATURES:**

- Halogen lighting
- LED lighting available for an additional \$60 per showcase
- Brushed gold frame
- Verdigris formica exterior
- Glass sides
- Mirrored sliding doors with lock
- Rear storage area with lock
- Available in 4', 5' and 6' lengths and corner cases
- 39" high and 20" deep
- Showcases and corner cases are available in half vision and quarter vision only



SIZE	QUANTITY		ADVANCED PRICE	PRICE FOR ORDERS RECEIVED AFTER 02/09/2024	SHOW SITE PRICE	TOTAL
	HALF VISION	QUARTER VISION				
4 FOOT			\$440.00	\$515.00	\$640.00	
5 FOOT			\$440.00	\$515.00	\$640.00	
6 FOOT			\$440.00	\$515.00	\$640.00	
34" CORNER			\$465.00	\$540.00	\$665.00	

Add \$60.00 per showcase for LED lighting \$ \_\_\_\_\_

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

8.875% SALES TAX \$ \_\_\_\_\_

AMOUNT ENCLOSED \$ \_\_\_\_\_

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# Ultra Line

**ULTRA LINE FEATURES:**



**FULL VISION IN BLACK SHOWN HERE**

- LED lighting available in:
  - 3000K Yellow
  - 6000K White
- Aluminum frame
- Black or matte white exterior
- Glass sides
- Glass sliding doors with lock
- Rear storage area with lock available on half and quarter vision showcases only
- Available in 4', 5', and 6' lengths and corner cases
- 41½" high and 20" deep
- Showcases and corner cases are available in full vision, half vision, and quarter vision

SIZE	QUANTITY			BLACK or WHITE	3000K or 6000K	ADVANCED PRICE	PRICE FOR ORDERS RECEIVED AFTER 02/09/2024	SHOW SITE PRICE	TOTAL
	FULL VISION	HALF VISION	QUARTER VISION						
4 FOOT						\$505.00	\$580.00	\$705.00	
5 FOOT						\$505.00	\$580.00	\$705.00	
6 FOOT						\$505.00	\$580.00	\$705.00	
34" CORNER						\$525.00	\$600.00	\$725.00	
48" CORNER						\$545.00	\$620.00	\$745.00	

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

8.875% SALES TAX \$ \_\_\_\_\_

AMOUNT ENCLOSED \$ \_\_\_\_\_

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# Accent Cube



WHITE  
SHOWN HERE

## WHITE or DESIGNER LINES

- Aluminum frame
- 3 fixed 50 watt lights
- LED lighting available for an additional \$45
- Standard white or textured gray formica exterior
- 18" wide x 18" deep x 70" high
- 18" wide x 18" deep x 18" high glass display area
- Hinged frameless glass door with lock
- Storage area with lock

## DELUXE or ELITE LINES

- Brushed gold frame
- 4 MR16 lights in pivoting fixtures
- LED lighting available for an additional \$45
- Glossy black or verdigris formica exterior
- 18" wide x 18" deep x 70" high
- 18" wide x 18" deep x 18" high glass display area
- Hinged frameless glass door with lock
- Storage area with lock



DELUXE  
SHOWN HERE

STYLE	QUANTITY	ADVANCED PRICE	PRICE FOR ORDERS RECEIVED AFTER 02/09/2024	SHOW SITE PRICE	TOTAL
STANDARD WHITE		\$370.00	\$445.00	\$570.00	
DESIGNER		\$370.00	\$445.00	\$570.00	
DELUXE		\$370.00	\$445.00	\$570.00	
ELITE		\$370.00	\$445.00	\$570.00	

Add \$45.00 per accent cube for LED lighting \$ \_\_\_\_\_

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

8.875% SALES TAX \$ \_\_\_\_\_

AMOUNT ENCLOSED \$ \_\_\_\_\_

COMPANY NAME \_\_\_\_\_

BOOTH NUMBER \_\_\_\_\_

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# Tower

**CHOICES:**

- **STANDARD WHITE** Aluminum frame with a matte white formica exterior
- **DESIGNER** Aluminum frame with a textured gray formica exterior
- **DELUXE** Brushed gold frame with a glossy black formica exterior
- **ELITE** Brushed gold frame with a verdigris formica exterior

**FEATURES:**

- Halogen lighting
- LED lighting available for an additional \$45 per tower
- 6" canopy
- 3 adjustable glass shelves
- Clear glass on four sides
- Hinged framed door with lock
- 20" wide x 20" deep x 80" high
- 20" wide x 20" deep x 54" high glass display area



**DELUXE SHOWN HERE**



**DESIGNER SHOWN HERE**

STYLE	QUANTITY	ADVANCED PRICE	PRICE FOR ORDERS RECEIVED AFTER 02/09/2024	SHOW SITE PRICE	TOTAL
STANDARD WHITE		\$380.00	\$455.00	\$580.00	
DESIGNER		\$380.00	\$455.00	\$580.00	
DELUXE		\$380.00	\$455.00	\$580.00	
ELITE		\$380.00	\$455.00	\$580.00	

Add \$45.00 per tower for LED lighting \$ \_\_\_\_\_

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

8.875% SALES TAX \$ \_\_\_\_\_

AMOUNT ENCLOSED \$ \_\_\_\_\_

COMPANY NAME \_\_\_\_\_

BOOTH NUMBER \_\_\_\_\_



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# Museum Pedestal



**CHOICES:**

- WHITE: Aluminum frame with matte white formica exterior
- DELUXE: Brushed gold frame with glossy black formica exterior
- BEIGE: Brushed gold frame with beige formica exterior

**FEATURES:**

- Halogen lighting (six bulbs)
- LED lighting available for an additional \$60 per museum pedestal
- 8" canopy
- Glass doors with lock
- Storage area with lock
- 30" wide x 20" deep x 70" high
- 30" wide x 20" deep x 20" high glass display area

STYLE	QUANTITY	ADVANCED PRICE	PRICE FOR ORDERS RECEIVED AFTER 02/09/2024	SHOW SITE PRICE	TOTAL
White		\$425.00	\$500.00	\$625.00	
Deluxe		\$425.00	\$500.00	\$625.00	
Beige		\$425.00	\$500.00	\$625.00	

Add \$60.00 per museum pedestal for LED lighting \$ \_\_\_\_\_

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

8.875% SALES TAX \$ \_\_\_\_\_

AMOUNT ENCLOSED \$ \_\_\_\_\_

COMPANY NAME \_\_\_\_\_

BOOTH NUMBER \_\_\_\_\_

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# Boutique Case



**BOUTIQUE WITH SOLID  
 BACK SHOWN HERE**

**CHOICES:**

- DESIGNER: Aluminum frame with textured gray formica exterior
- DELUXE: Brushed gold frame with glossy black formica exterior

**FEATURES:**

- Fluorescent lighting
- LED lighting available for an additional \$60 per boutique case
- 5" canopy
- Wall Case (solid back) or See-Thru (glass back)
- 3 rows of adjustable glass shelves
- Glass doors with lock
- Storage area with lock
- 48" wide x 13" deep x 76" high
- 48" wide x 13" deep x 44" high glass display area

STYLE	QUANTITY		ADVANCED PRICE	PRICE FOR ORDERS RECEIVED AFTER 02/09/2024	SHOW SITE PRICE	TOTAL
	WALL CASE	SEE THRU				
Designer			\$445.00	\$520.00	\$645.00	
Deluxe			\$445.00	\$520.00	\$645.00	

Add \$60.00 per boutique case for LED lighting \$ \_\_\_\_\_

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

8.875% SALES TAX \$ \_\_\_\_\_

AMOUNT ENCLOSED \$ \_\_\_\_\_

COMPANY NAME \_\_\_\_\_

BOOTH NUMBER \_\_\_\_\_

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# Wall Case & See-Thru



## WALL CASE

- White or black formica exterior
- Fluorescent lights
- LED top lighting available for an additional \$95 per wall case
- 70", 60" or 48" wide x 18" deep x 84" high
- Glass sliding doors

## SEE-THRU WALL CASE

- White or black formica exterior
- Fluorescent lights
- LED top lighting available for an additional \$95 per see-thru
- 70" wide x 19" deep x 80" high
- Glass sliding doors



STYLE	QUANTITY			COLOR		ADVANCED PRICE	PRICE FOR ORDERS RECEIVED AFTER 02/09/2024	SHOW SITE PRICE	TOTAL
	4'	5'	6'	WHITE	BLACK (6' Only)				
WALL CASE						\$470.00	\$545.00	\$670.00	
SEE-THRU WALL CASE	X	X				\$495.00	\$570.00	\$695.00	

Add \$95.00 per case for LED lighting \$ \_\_\_\_\_

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

8.875% SALES TAX \$ \_\_\_\_\_

AMOUNT ENCLOSED \$ \_\_\_\_\_

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# Classic Case Line



**V1**  
**SHOWN HERE**



**V3**  
**SHOWN HERE**



**V5**  
**SHOWN HERE**



**V6**  
**SHOWN HERE**

TYPE	QUANTITY	PRICE*	LED LIGHTING				MR16 SIDE LIGHTS (\$50 PER CASE)		EXTRA SHELVES (\$10 PER CASE)	TOTAL	
			TOP ONLY \$45 PER CASE	TOP & SIDE LIGHTS \$130 PER CASE		GLASS SIDE	DOOR SIDE	GLASS SIDE			DOOR SIDE
				GLASS SIDE	DOOR SIDE						
V1		\$485.00									
V3		\$485.00									
V5		\$510.00									
V6		\$485.00									

\*Add \$75 per case for all orders placed after 02/09/2024

\*\* SEE NEXT PAGE FOR MORE DETAILS\*\*

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

\*LATE FEE (if applicable) \$ \_\_\_\_\_

8.875% SALES TAX \$ \_\_\_\_\_

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# Classic Case Shelf Placement

COMPANY NAME: \_\_\_\_\_ BOOTH #: \_\_\_\_\_

**V1**

(interior height 65")

(pre-set to 17")  
 Change to \_\_\_\_\_ " {

(pre-set to 16")  
 Change to \_\_\_\_\_ " {

(pre-set to 16")  
 Change to \_\_\_\_\_ " {

(pre-set to 16")  
 Change to \_\_\_\_\_ " {



**V3**

(interior height 52")

(pre-set to 16 1/2")  
 Change to \_\_\_\_\_ " {

(pre-set to 17 1/2")  
 Change to \_\_\_\_\_ " {

(pre-set to 18")  
 Change to \_\_\_\_\_ " {



**V5**

(interior height 67")

(pre-set to 16 3/4")  
 Change to \_\_\_\_\_ " {

(pre-set to 16 3/4")  
 Change to \_\_\_\_\_ " {

(pre-set to 16 3/4")  
 Change to \_\_\_\_\_ " {

(pre-set to 16 3/4")  
 Change to \_\_\_\_\_ " {



**V6**

(interior height 67")

(pre-set to 17")  
 Change to \_\_\_\_\_ " {

(pre-set to 16 1/2")  
 Change to \_\_\_\_\_ " {

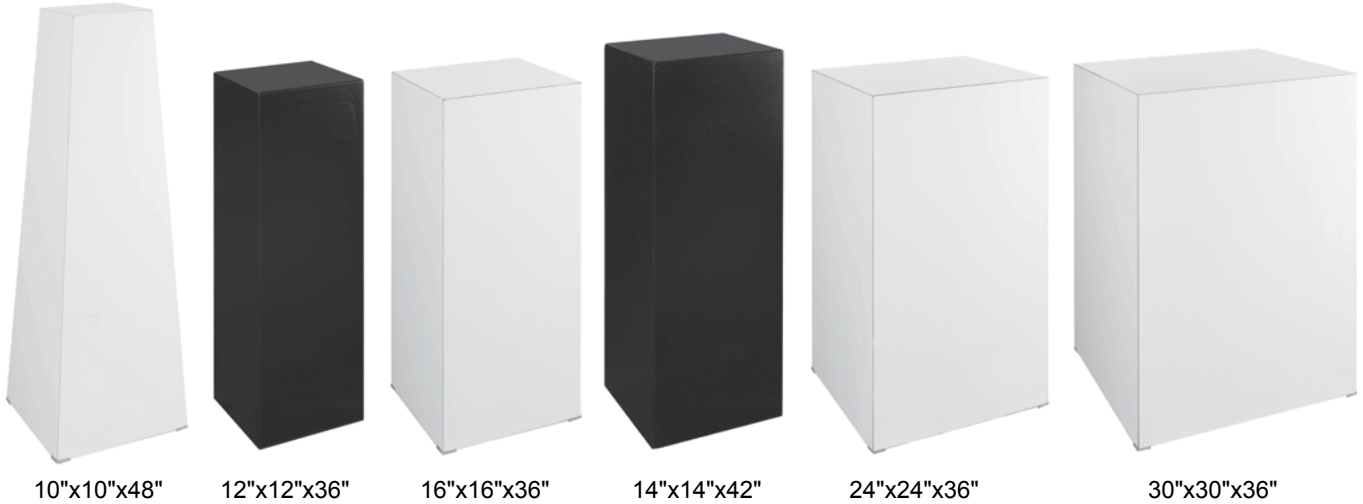
(pre-set to 16 1/2")  
 Change to \_\_\_\_\_ " {

(pre-set to 17")  
 Change to \_\_\_\_\_ " {



- Each of the glass shelves on the Classic Cases is adjustable. The shelf rests are **preset** at our warehouse at the approximate intervals shown above.
- If you would like us to alter the spacing of your shelves, please indicate your requirements above and submit this form along with your order **no later than ten (10) days prior to the start of the show.**
- Please understand that due to time constraints during show set up, we are unable to make changes on-site.

# Pedestals



(images not to scale; for reference only)

SIZE	WHITE	BLACK	PRICE	TOTAL
10"x10"x48"			\$125.00	
12"x12"x36"	X		\$125.00	
12"x12"x42"		X	\$125.00	
14"x14"x42"	X		\$125.00	
16"x16"x36"			\$125.00	
16"x16"x42"			\$125.00	
18"x18"x42"		X	\$125.00	
24"x24"x36"		X	\$125.00	
24"x24"x42"		X	\$125.00	
30"x30"x36"		X	\$125.00	
30"x30"x42"		X	\$125.00	



**LATE FEE \$75.00 PER  
PEDESTAL AFTER FEB. 09, 2024**

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

8.875% SALES TAX \$ \_\_\_\_\_

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**FULL VISION SHOWCASE**



**HALF VISION SHOWCASE**



**QUARTER VISION SHOWCASE**



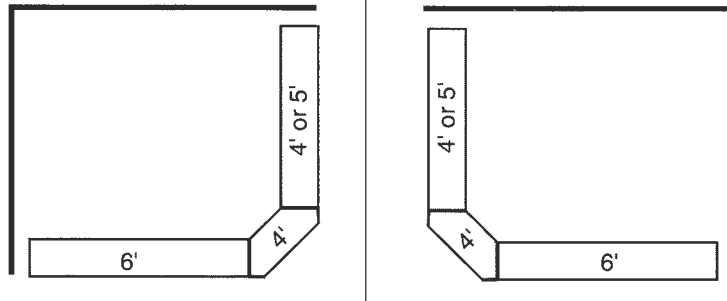
**CORNER SHOWCASE**

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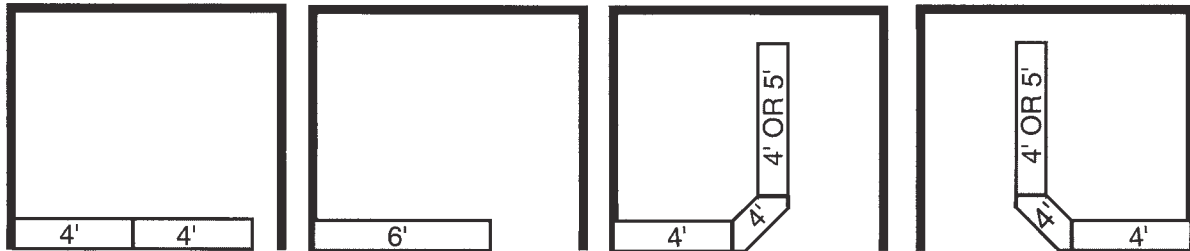
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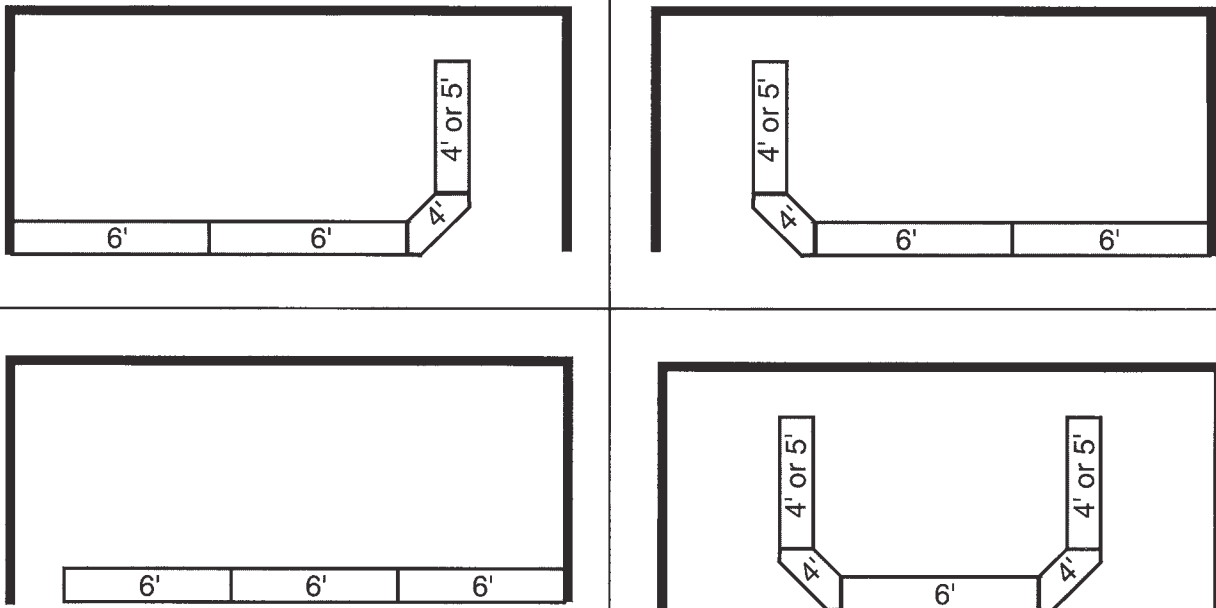
## 10 FOOT X 10 FOOT CORNER BOOTHS



## 10 FOOT X 10 FOOT SINGLE BOOTHS



## 10 FOOT X 20 FOOT DOUBLE BOOTHS



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## ELECTRICAL INFORMATION NON-LED LIGHTING

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### Standard White Case (Fluorescent)

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

### Designer & Deluxe Case (Fluorescent)

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

### Designer Case (Halogen)

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

### Tower (Halogen)

200 Watts

### Museum Pedestal (Halogen)

300 Watts

### Accent Cube (Halogen)

White & Designer	150 Watts
Deluxe	140 Watts

### Boutique Case (Fluorescent)

84 Watts

### Wall Case & See-Thru Wall Case (Fluorescent)

4'	60 Watts
5'	80 Watts
6'	80 Watts
	80 Watts

### Classic Case – Silver (Halogen & Spotlight)

V1, V3, V5	200 Watts
V6	150 Watts



## ELECTRICAL INFORMATION LED LIGHTING

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### Standard White Case

4'	33 Watts
5'	42 Watts
6'	49 Watts
34" Corner	26 Watts

### Deluxe & Designer Case

4'	42 Watts
5'	48 Watts
6'	54 Watts
34" Corner	36 Watts
42" Corner	42 Watts

### Ultra Case – 6000K

4'	42 Watts
5'	48 Watts
6'	54 Watts
34" Corner	36 Watts
48" Corner	90 Watts

### Ultra Case – 3000K

4'	12 Watts
5'	15 Watts
6'	17 Watts
34" Corner	9 Watts
48" Corner	16 Watts

### Classic Case

V1, V3, V5	28 Watts
V6	21 Watts

### Tower

100 Watts

### Museum Pedestal

36 Watts

### Accent Cube

24 Watts

### Boutique Case

84 Watts

### Wall Case

4'	76 Watts
5'	93 Watts
6'	105 Watts

### See Thru Wall Case

105 Watts

# AMERICAN FIXTURE & DISPLAY

THE SHOWCASE PEOPLE

## BOOTH LAYOUT DIAGRAM

PLEASE INDICATE YOUR BOOTH DIMENSIONS AND THE MANNER IN WHICH YOU WOULD LIKE THE SHOWCASES PLACED IN YOUR BOOTH(S). **THIS COMPLETED LAYOUT IS REQUIRED TO CONFIRM YOUR ORDER.**


Back of Booth

LENGTH \_\_\_\_\_ feet

WIDTH \_\_\_\_\_ feet

Front of Booth

EXHIBITOR NAME: \_\_\_\_\_

BOOTH NO: \_\_\_\_\_ BOOTH DIMENSIONS (LENGTH x WIDTH) \_\_\_\_\_ FEET

**ORDERS AND BOOTH LAYOUT DUE BY February 9, 2024**

American Fixture & Display Corp.

Phone: (718) 463-2176 • Fax: (718) 463-4302

Email: [orders@americanfixture.com](mailto:orders@americanfixture.com) • Web: [americanfixture.com](http://americanfixture.com)

*Booth Layout above required in order to process your order.*

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.

# SHOWCASE ORDER FORM

Please complete the following information and submit it along with your showcase selections and booth layout diagram (previous page).

## CONTACT INFORMATION

COMPANY NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY, STATE, ZIP CODE: \_\_\_\_\_

POINT OF CONTACT NAME: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

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

## PAYMENT INFORMATION

DISCOVER / AMEX / VISA / MC #: \_\_\_\_\_ EXP DATE: \_\_\_\_\_

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

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

## TERMS AND CONDITIONS OF RENTAL

American Fixture & Display Corp. and AFD Delaware, Inc. (together, the "Company") shall not be liable for failure to deliver the displays ("Company's Rental Property") or delays occasioned by causes beyond its control, including, but not limited to, strikes, lockouts, fires, flood, hurricane, war, acts of God, acts of terrorism, labor disputes, pandemics, epidemics, viruses, or delays or interruption of carriers and in no event shall be liable for consequential damages.

The Company shall have the right to charge the full rental price of the Company's Rental Property to the customer ("Lessee") on any orders (i) cancelled after the deadline date; or (ii) that have been delivered to the location of the rental, regardless of whether the event takes place.

Glass shelves must be properly installed by Lessee and not overloaded with merchandise. To avoid breaking of shelves, personal injury and damage to merchandise, the Lessee must use reasonable discretion in the amount of weight placed on the glass shelves. Installation and loading of the glass shelves is beyond the Company's control and the Company shall not be responsible for broken glass, damage of merchandise or personal injury related thereto.

In the event of any damage to the Company Rental Property during the rental period, excluding normal wear and tear, the Lessee shall pay to Company, on demand, the full cost of repair or replacement of such damaged display cases. Lessee further agrees to accept full responsibility and liability, and Lessee shall indemnify, defend and hold harmless Company, for any injury to Lessee, for any damage to the property of Lessee, for any injury to any other person(s), for any damage to the property of any other person(s) and any other loss that may result through the use or misuse of the Company's Rental Property. Lessee agrees and acknowledges that Lessee is subject to additional charges if Lessee fails to return the Company's Rental Property to Company or fails to make the Company's Rental Property available to Company for pick-up at the time and date mutually agreed to by both parties.

Lessee agrees to accept full responsibility and liability, and shall indemnify, defend and hold harmless Company and its agents, employees, officers or directors from and against any and all liability, claims, demands (whether or not groundless, false, or fraudulent), costs, damages, losses, judgments, or awards, including legal and attorney fees, brought by a third party or parties and arising out of or in any way connected with any act or omission of Lessee or its employees or other persons.

The Company's Rental Property are rented for display purposes only and Company does not warrant the safety or security thereof. Company shall not be liable for contents, damage or breakage after the Company's Rental Property have been delivered.