

FOR THE BEST SELECTION OF THE **ULTRA LINE**,  
ORDERS & BOOTH LAYOUTS MUST BE RECEIVED BY  
**SEPTEMBER 15, 2023**



HALF VISION SHOWN HERE

### ULTRA LINE FEATURES:

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

SIZE	QUANTITY			3000K	6000K	ADVANCED PRICE	PRICE FOR ORDERS RECEIVED AFTER 09/15/2023	SHOW SITE PRICE	TOTAL
	FULL VISION	HALF VISION	QUARTER VISION						
4 FOOT						\$510.00	\$585.00	\$710.00	
5 FOOT						\$510.00	\$585.00	\$710.00	
6 FOOT						\$510.00	\$585.00	\$710.00	
34" CORNER						\$535.00	\$610.00	\$735.00	
48" CORNER						\$555.00	\$630.00	\$755.00	

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VISIT [AMERICANFIXTURE.COM](http://AMERICANFIXTURE.COM)

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

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

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

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

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

**ULTRA LINE ORDERS AND BOOTH LAYOUT DUE BY SEPT. 15, 2023**

**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.

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# Designer Line



**HALF VISION SHOWN HERE**

## 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 gray formica exterior
- Mirrored sliding doors with lock
- Glass sides
- 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 09/22/2023	SHOW SITE PRICE	TOTAL
	FULL VISION	HALF VISION	QUARTER VISION				
4 FOOT				\$405.00	\$480.00	\$605.00	
5 FOOT				\$405.00	\$480.00	\$605.00	
6 FOOT				\$405.00	\$480.00	\$605.00	
34" CORNER	X			\$420.00	\$495.00	\$620.00	
42" CORNER	X	X		\$440.00	\$515.00	\$640.00	

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

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

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

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

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

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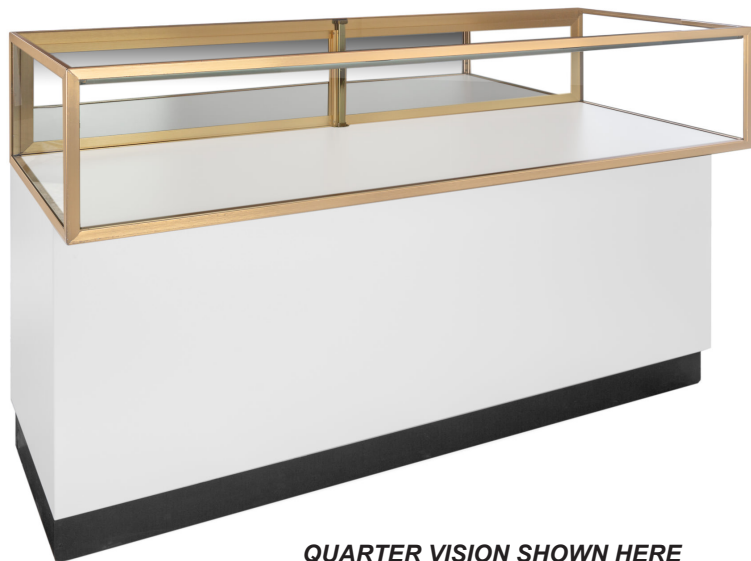
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## DELUXE LINE FEATURES:



QUARTER VISION SHOWN HERE

- Fluorescent lighting
- LED Lighting available for an additional \$85 per showcase
- Brushed gold frame
- White exterior
- Mirrored sliding doors with lock
- Glass sides
- Rear storage area with lock
- Available in 4', 5' and 6' lengths and corner cases
- 38" 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 09/22/2023	SHOW SITE PRICE	TOTAL
	HALF VISION	QUARTER VISION				
4 FOOT			\$425.00	\$500.00	\$625.00	
5 FOOT			\$425.00	\$500.00	\$625.00	
6 FOOT			\$425.00	\$500.00	\$625.00	
34" CORNER			\$450.00	\$525.00	\$650.00	

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

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

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

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

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

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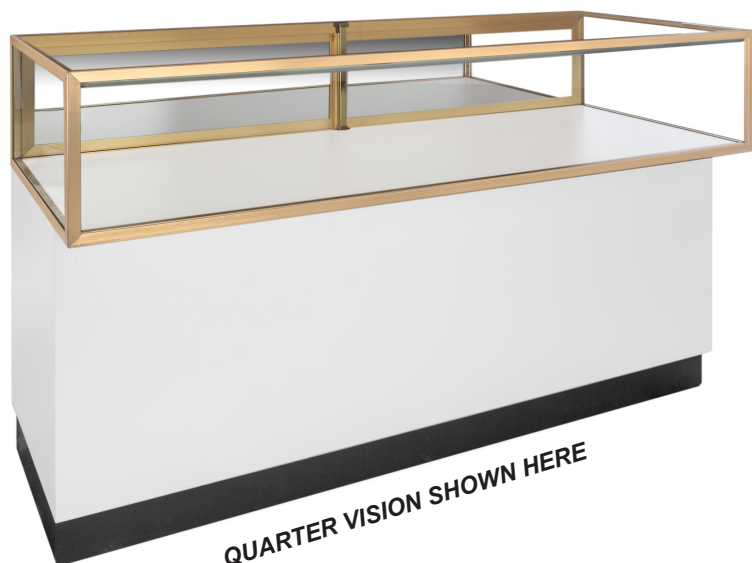
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## ELITE LINE FEATURES:

- Halogen lighting
- LED lighting available for an additional \$60 per showcase
- Brushed gold frame
- White exterior
- Mirrored sliding doors with lock
- Glass sides
- 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 09/22/2023	SHOW SITE PRICE	TOTAL
	HALF VISION	QUARTER VISION				
4 FOOT			\$450.00	\$525.00	\$650.00	
5 FOOT			\$450.00	\$525.00	\$650.00	
6 FOOT			\$450.00	\$525.00	\$650.00	
34" CORNER			\$475.00	\$550.00	\$675.00	

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

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

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

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**FULL VISION SHOWN HERE**

## STANDARD WHITE FEATURES:

- Fluorescent lighting
- LED lighting available for an additional \$85 per showcase
- Aluminum frame
- Matte white formica exterior
- Sliding doors with lock (no mirrors)
- Solid sides
- 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 09/22/2023	SHOW SITE PRICE	TOTAL
	FULL VISION	HALF VISION	QUARTER VISION				
4 FOOT				\$380.00	\$455.00	\$580.00	
5 FOOT				\$380.00	\$455.00	\$580.00	
6 FOOT				\$380.00	\$455.00	\$580.00	
34" CORNER	X			\$400.00	\$475.00	\$600.00	

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

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

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

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ALUMINUM FRAME SHOWN HERE

## ALUMINUM FRAME FEATURES:

- Aluminum frame
- Standard matte white or textured designer gray formica exterior
- 3 fixed 50 watt lights
- LED lighting available for an additional \$45
- 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

## BRUSHED GOLD FRAME FEATURES:

- Brushed gold frame
- White exterior
- 4 MR16 lights in pivoting fixtures
- LED lighting available for an additional \$45
- 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

STYLE	QUANTITY	PRICE	PRICE FOR ORDERS RECEIVED AFTER 09/22/2023	SHOW SITE PRICE	TOTAL
Aluminum Frame with White Exterior		\$400.00	\$475.00	\$600.00	
Aluminum Frame with Designer Gray Exterior		\$400.00	\$475.00	\$600.00	
Brushed Gold Frame with White Exterior		\$400.00	\$475.00	\$600.00	

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

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

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

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

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ALUMINUM FRAME SHOWN HERE

## CHOICES:

### • ALUMINUM FRAME

**White:** Aluminum frame with standard matte white formica exterior

**Designer:** Aluminum frame with designer gray formica exterior

### • BRUSHED GOLD FRAME

Brushed gold frame with white 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

QUANTITY			ADVANCED PRICE	PRICE FOR ORDERS RECEIVED AFTER 09/22/2023	SHOW SITE PRICE	TOTAL
WHITE	DESIGNER	GOLD FRAME WITH WHITE				
			\$410.00	\$485.00	\$610.00	

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

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

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

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ALUMINUM FRAME SHOWN HERE

## CHOICES:

### • ALUMINUM FRAME

Aluminum frame with standard matte white formica exterior

### • BRUSHED GOLD FRAME

Brushed gold frame with white 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	PRICE	PRICE FOR ORDERS RECEIVE 09/22/2023	SHOW SITE PRICE	TOTAL
Aluminum Frame		\$455.00	\$530.00	\$655.00	
Brushed Gold Frame		\$455.00	\$530.00	\$655.00	

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

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

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

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

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# Boutique Case



ALUMINUM FRAME SHOWN HERE

## CHOICES:

### • ALUMINUM FRAME

Aluminum frame with textured designer gray formica exterior

### • BRUSHED GOLD FRAME

Brushed gold frame with white exterior

## FEATURES:

- Fluorescent lighting
- LED lighting available for an additional \$60 per boutique case
- 5" canopy
- Solid back or 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		PRICE	PRICE FOR ORDERS RECEIVED AFTER 09/22/2023	SHOW SITE PRICE	TOTAL
	SOLID	GLASS				
Aluminum Frame			\$485.00	\$560.00	\$685.00	
Brushed Gold Frame			\$485.00	\$560.00	\$685.00	

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

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

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

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

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### WALL CASE

- White formica exterior
- Fluorescent lights
- LED top lighting available for an additional \$95 per wall case
- Available in 6' ft, 5' ft or 4ft lengths
- 18" deep x 84" high
- Glass sliding doors

### SEE-THRU WALL CASE

- White 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			PRICE	PRICE FOR ORDERS RECEIVED AFTER 09/22/2023	SHOW SITE PRICE	TOTAL
	4'	5'	6'				
WALL CASE				\$505.00	\$580.00	\$705.00	
SEE-THRU WALL CASE				\$530.00	\$605.00	\$730.00	

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

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

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

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

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**SILVER V1  
SHOWN HERE**



**SILVER V3  
SHOWN HERE**



**SILVER V5  
SHOWN HERE**



**SILVER V6  
SHOWN HERE**



**SILVER TOV  
SHOWN HERE**

TYPE	QUANTITY	PRICE* FOR ORDERS PLACED BEFORE 09/22/2023	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				
V1		\$520.00							
V3		\$520.00							
V5		\$545.00							
V6		\$520.00							
TOV (No Lights)		\$520.00							

**\*\$75 per case late fee applies for  
all orders placed after 09/22/2023**

**^^SEE NEXT PAGE FOR MORE DETAILS^^**

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

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

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

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

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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 \_\_\_\_\_ " {

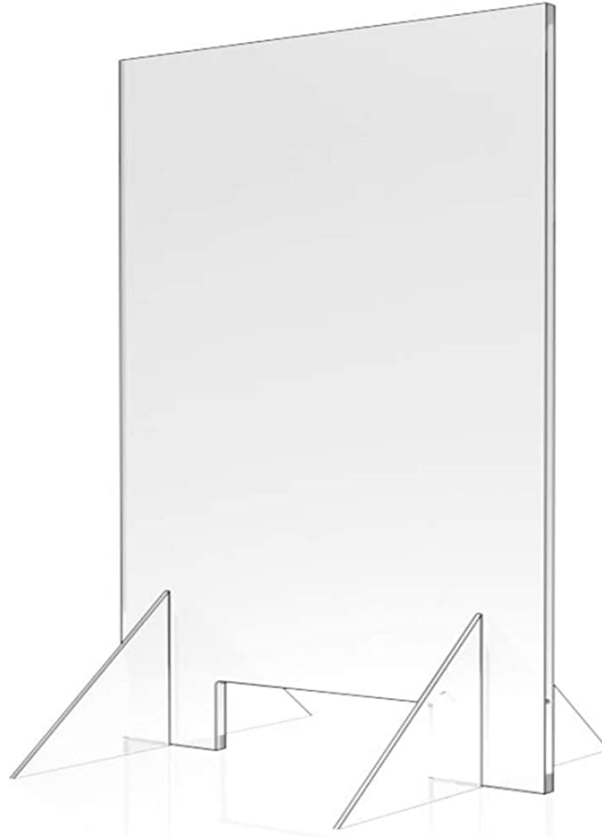
(pre-set to 16 1/2")  
 Change to \_\_\_\_\_ " {

(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.



*DYfZYVh'Zcf'  
d'UW'a Ybh'cb'  
nei f'g\ ck WlgY'*

## FEATURES:

- 24" Wide x 30" High
- Pass Through By 4" High X 12" Wide

QUANTITY	ADVANCED PRICE	PRICE FOR ORDERS RECEIVED AFTER 09/22/2023	TOTAL
	\$95.00	\$115.00	

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

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

TOTAL DUE \$ \_\_\_\_\_

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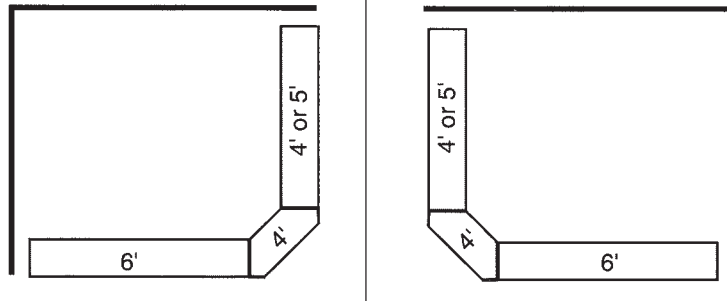
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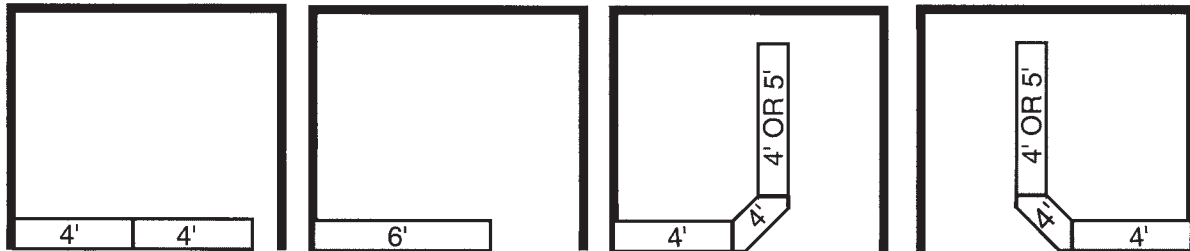
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If this product is not returned at the end of the event, you will be automatically charged \$150.00

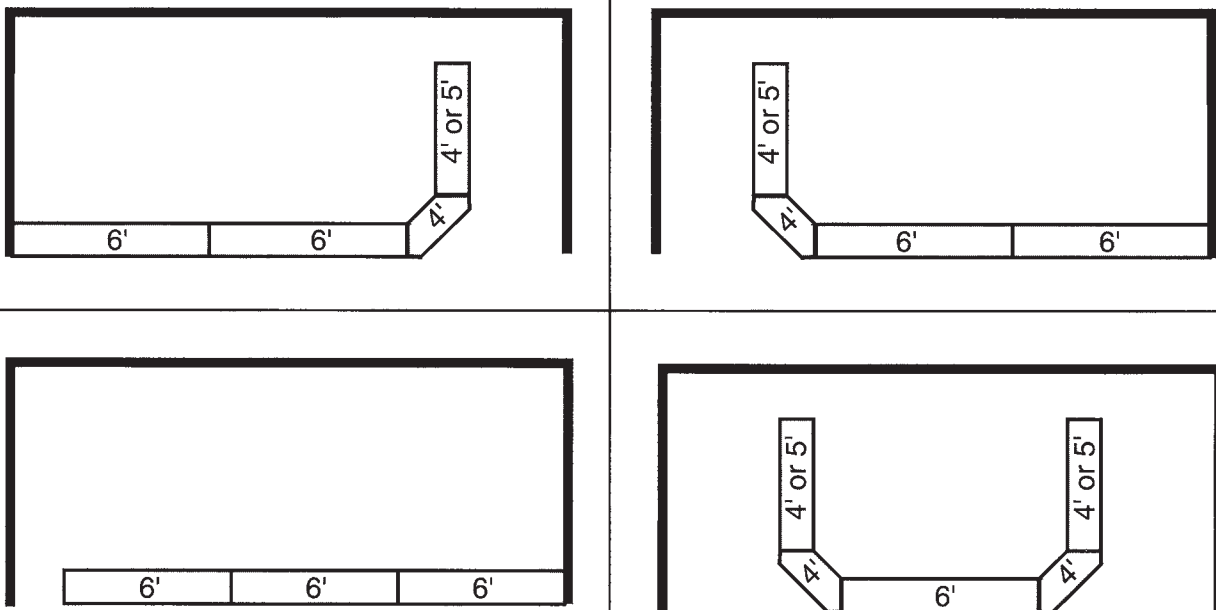
10 FOOT X 10 FOOT CORNER BOOTHS



10 FOOT X 10 FOOT SINGLE BOOTHS



10 FOOT X 20 FOOT DOUBLE BOOTHS



**American Fixture & Display Corp.**





***FULL VISION SHOWCASE***



***HALF VISION SHOWCASE***



***QUARTER VISION SHOWCASE***



***CORNER SHOWCASE***

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## ELECTRICAL INFORMATION NON-LED LIGHTING

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### **Standard Case – White (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 (Designer Line only)	30 Watts

### **Designer (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 & Elite	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)**

V1, V3, V5	200 Watts
V6	150 Watts

## **Standard Case – White**

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 (Designer Line only)	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



# 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.