Exhibit like an **expert.**

This guide can be navigated like a website. To get tips based on a time period or business goal, click the tabs at the top. For more information, click the links at the bottom.

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1-888-508-5054

Exhibit like an **expert.**

Pre-show | At show | Post-show | Boost leads | Shrink costs | Stop stress

Begin planning for an event 45–180 days from the move-in date. Start the planning process by creating a budget.

Take advantage of discount order deadlines by using our online ordering service, FREEMAN ONLINE® (go to freemanco.com/store or click the “Order” link below). Order products and services by the deadline and you could save 30–40%. Everything costs more at the show site — including labor and cleaning. If you’ve ordered from FREEMAN ONLINE before, you can copy your previous order to save time.

Consolidate shipments to avoid weight minimums. Prevent special handling charges — ship in crates or shrink-wrap to skids. To save money, send them to the warehouse or show site before the deadline. Freeman offers 30 days of free storage before exhibitor move-in. Keep a record of tracking numbers and bring them with you to the show. If you know your transportation provider, submit your outbound shipping information in advance. This will save you time at show site.

A small exhibit space doesn’t mean you can’t have an impactful presence. Consider a custom design or rental to make the most of what you’ve got. To learn more, contact Freeman: 1-888-508-5054.

It’s best to have all your event logistics (including outbound shipping) handled by a carrier that specializes in trade shows. Especially if you ship to more than one show — you can really save money. Get in touch with experts at the Freeman Transportation Support Center by calling 1-800-995-3579.

Know the difference between “material handling” and “transportation.” Material handling includes unloading your exhibit materials, storing for up to 30 days (in advance at the warehouse address), delivering to your booth, handling empty containers to and from storage, and removing material from your booth for reloading onto outbound carriers when the show closes. Transportation is the transport of your exhibit materials to and from the convention or event.

Order carpet padding for extra comfort during the show.

The companies in your show manual are your show’s official contractors and they will be located at the Exhibitor Service Center at the event.

When booking travel, arrive early and allow enough time to set up. For departure, allow enough time for empty containers to be returned and booth materials to be packed.

Read your service manual or show kit. Knowing show rules and regulations, such as labor jurisdictions and fire regulations, is critical for planning.

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Log in to FREEMAN ONLINE Mobile or freemanco.com/store to view show information, orders, and show site services.

Wear comfortable clothes/shoes during set up. Air conditioning and heating are not turned on during move-in.

Get everything you'll need out of your containers; they will not be accessible during the show.

Get "empty" stickers at the Exhibitor Service Center or from the freight supervisor in your area. Put one on each container with your company name and booth number.

Expect to get your invoice, on the day after the show opens — delivered to your booth, along with any outbound shipping information and labels. If you did not provide your outbound shipping information in advance, visit the Exhibitor Service Center for assistance.

Count on on-site Freeman personnel to be able to answer any of your exhibit-related questions.

Do not leave any valuables unattended in your booth.

First thing, go to your booth space and make sure everything has arrived according to the show delivery schedule. What you shipped, plus electrical and carpet if you ordered it. Contact the Exhibitor Service Center if anything's missing.

If you ordered labor, check in at the labor desk at the time for which you ordered it.

Furnishings arrive according to the show delivery schedule, which is posted next to the Exhibitor Service Center. Expect carpet in your booth on the first day of move-in or laid the day before your target date, if a targeted show.

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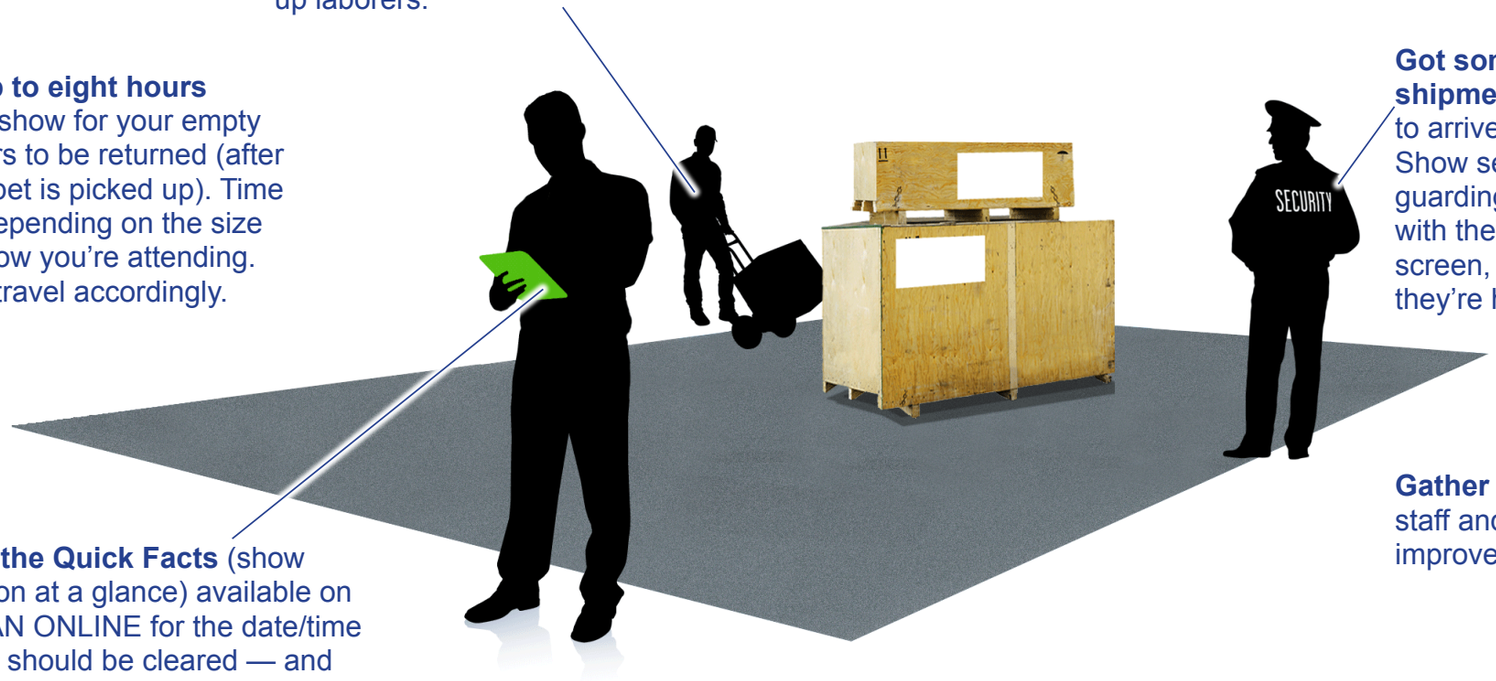
Confirm your labor order with the Exhibitor Service Center and check in at the labor desk to pick up laborers.

Once your shipment is packed, complete the Material Handling Agreement and return it to the Exhibitor Service Center. Notify your outbound carrier that your shipment is ready for pickup. Make sure all labels are applied.

Allow up to eight hours after the show for your empty containers to be returned (after aisle carpet is picked up). Time varies, depending on the size of the show you're attending. Arrange travel accordingly.



Got something valuable in your shipment? Wait for your carrier to arrive, or hire a security guard. Show security is not responsible for guarding freight. Don't label boxes with their contents (e.g., plasma screen, computer equipment) if they're high-value items.

Refer to the Quick Facts (show information at a glance) available on FREEMAN ONLINE for the date/time the show should be cleared — and the time your shipments should be picked up by your outbound carrier.

Gather comments from booth staff and attendees to determine improvements for your next show.

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Staff your booth with a mix of sales, technical, customer service, and management. Choose staff members that are extroverted, knowledgeable, and good at questioning and listening.

Invest at least 15% of your budget in pre-show marketing.

Invite visitors to your booth to pick up a free gift. Follow up with leads after the show.

Reward staff for orders or qualified leads with gift cards, cash, etc.

Focus your pitch on solving problems and creating opportunities. Make claims specific and measureable.

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Do everything early. Beat discount order deadlines and order accessories and services before you're on site and you could save 30-40%. Arrange outbound shipping in advance, too.

Reduce labor: Diagram your setup and number crates accordingly. Include electrical needs and repacking instructions.

Reduce labor more: Prewire equipment and organize/ color-code all wires.

Request all services during straight-time labor hours, whenever possible. This includes exhibit setup and dismantling, as well as material handling.

Consolidate shipments to avoid weight minimums. Prevent special handling charges — ship in crates or shrink-wrap to skids. Send them to the warehouse or show site before the deadline or they'll incur an additional charge. Freeman offers 30 days of free storage before exhibitor move-in.

Exhibiting in multiple shows? Negotiate volume discounts with your freight carrier. And ask Freeman about multi-event ordering, storing, and shipping.

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If you've ordered from FREEMAN ONLINE before, you can copy your previous order to save time.

Get everything you'll need out of your containers; they won't be accessible during the show.

Count on on-site Freeman personnel to be able to answer any of your exhibit-related questions.

Allow up to eight hours after the show for your empty containers to be returned (after aisle carpet is picked up). Time varies, depending on the size of the show you're attending. Arrange travel accordingly.

Got something valuable in your shipment? Wait for your carrier to arrive, or hire a security guard. Show security is not responsible for guarding freight. Don't label boxes with their contents (e.g., plasma screen, computer equipment) if they're high-value items.

Complete outbound shipping paperwork ahead of time using FREEMAN ONLINE (go to freemanco.com/store or click the "Order" link below). Complete the Material Handling Agreement when you're packed and ready to leave, and return it to the Exhibitor Service Center. Notify your outbound carrier that your shipment is ready for pickup. Make sure all labels are applied.

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Tips

Boost leads

- Invest at least 15% of budget in pre-show marketing.
- Invite visitors to booth to pick up a free gift.
- Staff booth with a mix of sales, technical, customer service, and management.
- Choose staff that are extroverted, knowledgeable, and good at questioning and listening.
- Reward staff for orders or qualified leads with gift cards, cash, etc.
- Focus pitch on solving problems and creating opportunities.
- Make claims specific and measureable: "Cut costs 15%."
- Follow up with leads after the show.

Shrink costs

- Do everything early. Beat discount order deadlines. Order accessories and services before arriving on site. Arrange outbound shipping in advance.
- Diagram setup and number crates accordingly. Include electrical needs and repacking instructions.
- Prewire equipment and organize/color-code all wires.
- Consolidate shipments to avoid weight minimums. Prevent special handling charges — ship in crates or shrink-wrap to skids. Freeman offers 30 days of free storage before exhibitor move-in.
- Request all services during straight-time labor hours, whenever possible. This includes exhibit setup and dismantling, as well as material handling.
- Negotiate volume discounts with freight carrier. And ask Freeman about multi-event ordering, storing, and shipping.

Stop stress

- If you've ordered from FREEMAN ONLINE before, you can copy your previous order to save time.
- Count on on-site Freeman personnel to be able to answer any of your exhibit-related questions.
- Allow up to eight hours after the show for your empty containers to be returned (after aisle carpet is picked up). Time varies, depending on the size of the show you're attending. Arrange travel accordingly.
- Complete outbound shipping paperwork ahead of time using FREEMAN ONLINE (go to freemanco.com/store or click the "Order" link below).
- Complete the Material Handling Agreement when you're packed and ready to leave, and return it to the Exhibitor Service Center. Notify your outbound carrier that your shipment is ready for pickup. Make sure all labels are applied.
- If shipment contains valuables, wait for the carrier to arrive, or hire a security guard. Don't label boxes with their contents (e.g., plasma screen, computer equipment) if they're high-value items.
- Get everything needed out of containers; they won't be accessible during the show.

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Checklist

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Pre-show

- ❑ Start the planning process by creating a budget. Keep in mind the following expenses involved in a trade show: exhibit space rental; exhibit design; show services, including material handling, installation, carpeting, furniture, and lead-retrieval systems; transportation (shipping to and from show site, customs); travel costs, including airfare, lodging, entertainment, and food; marketing activation, such as advertising, sponsorships, giveaways, press releases, and website customization; and sales training.
- ❑ Take advantage of discount order deadlines by using FREEMAN ONLINE (go to freemanco.com/store or click the “Order” link below). Order products and services by the deadline and you could save 30–40%. Everything costs more at show site. If you’ve ordered from FREEMAN ONLINE before, you can copy your previous order to save time.
- ❑ Consolidate shipments to avoid weight minimums. Prevent special handling charges — ship in crates or shrink-wrap to skids. Send them to the warehouse or show site before the deadline date or they’ll incur an additional charge.
- ❑ Keep a record of tracking numbers and bring them with you to the show.
- ❑ Order carpet padding for extra comfort during the show.
- ❑ When booking travel, arrive early, and allow enough time to set up. For departure, allow enough time for empty containers to be returned and booth materials packed.
- ❑ Read your service manual or show kit. Knowing show rules and regulations, such as labor jurisdictions and fire regulations, is critical for planning.

At show

- ❑ Log in to FREEMAN ONLINE Mobile or freemanco.com/store to view show information, orders, and show site services.
- ❑ Wear comfortable clothes/shoes during setup. Air conditioning and heating are not turned on during move-in or move-out.
- ❑ First thing, go to your booth space and make sure everything’s there. What was shipped, plus electrical and carpet. Visit the Exhibitor Service Center if anything’s missing.
- ❑ Furnishings arrive according to the show delivery schedule, which is posted next to the Exhibitor Service Center. Expect carpet in your booth on the first day of move-in or laid the day before your target date, if a targeted show.
- ❑ If you ordered labor, check in at the labor desk at the time for which you ordered it.

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Checklist

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- ❑ Get everything you'll need out of your containers; they won't be accessible during the show.
- ❑ Get "empty" stickers at the Exhibitor Service Center. Put one on each container with your company name and booth number.
- ❑ Count on on-site Freeman personnel to be able to answer any of your exhibit-related questions.
- ❑ Expect to get your invoice on the day after the show opens — delivered to your booth, along with any outbound shipping information and labels.
- ❑ Do not leave any valuables unattended in your booth.

Post-show

- ❑ Confirm your labor order with the Exhibitor Service Center and check in at the labor desk to pick up laborers.
- ❑ Allow up to eight hours after the show for your empty containers to be returned (after aisle carpet is picked up). Time varies, depending on the size of the show you're attending. Arrange travel accordingly.
- ❑ Refer to the Quick Facts (show information at a glance) available on FREEMAN ONLINE for the date/time the show should be cleared — and the time your shipments should be picked up by your outbound carrier.
- ❑ You must stop by the Exhibitor Service Center to complete your outbound shipping paperwork if you have not done so already. Once your shipment is packed, complete the Material Handling Agreement and return it to the Exhibitor Service Center. Notify your outbound carrier that your shipment is ready for pickup. Make sure all labels are applied.
- ❑ If your shipment contains valuables, wait for your carrier to arrive, or hire a security guard. Don't label boxes with their contents (e.g., plasma screen, computer equipment) if they're high-value items.
- ❑ Gather comments from booth staff and attendees to determine improvements for your next show.

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Lingo

Advance Order — An order for show services sent to the general contractor before the deadline and is usually less expensive than an order placed on site.

Advance Warehouse/Receiving — Location set by show management to receive freight before the start of the show. Freight is stored at this location and then moved to the show at the appropriate time.

Boneyard — A designated area used to store decorators' extra furniture, and any other equipment not being used during show hours.

Dark Day — Terminology for a day during the move-in or move-out of the convention facility when show site services are shut down.

Decorating — Dressing up an exhibition with carpet, draping, foliage, etc.

Decorator — An individual or company providing installation and dismantling of exhibits and booth and hall decorating services for a trade show and/or its exhibitors (also called Show Decorator, General Contractor, General Services Contractor, GSC, or Official Contractor).

Double-Time — Refers to a pay rate for work performed beyond straight time and over time. Double-time is double the normal hourly rate. Work performed on holidays is often at a double-time rate.

Duplex Outlet — Double electrical outlet.

Exhibitor Service Center — A centralized area where representatives of various show services can be contacted or located (also called Service Center).

Exhibitor Service Manual — Manual containing general information, labor/service order forms, rules and regulations, as well as other important information pertaining to exhibitor participation in an exhibit (also called Exhibitor Manual or Service Manual).

Floor Manager — Individual representing show management who is responsible for overseeing all or part of the exhibition area. He or she is also available to answer questions related to the show floor, show hours, and show services and acts as the liaison between exhibitors and the Exhibitor Service Center.

Floor Order — Order for services placed by the exhibitor with the general contractor after exhibit setup begins and is usually more expensive than an advance order.

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Freight Desk — The area where inbound and outbound exhibit materials are handled at a trade show.

General Contractor — A company providing services to a trade show and/or its exhibitors. The general contractor is the official contractor designated by show management for a given show (also called Decorator, Show Decorator, General Services Contractor, GSC, or Official Contractor).

I&D/Decorator — An individual or company providing installation/dismantle and booth and hall decorating services for a trade show and/or its exhibitors. Decorator services may be provided by carpenters, sign painters, or others, depending upon union jurisdiction (term applies to both contractor and skilled craftsperson).

Installation/Dismantle — Also referred to as I&D. The set up and tear down of exhibits.

Labor — Refers to contracted workers who perform services for shows (also called craftspersons).

Labor Desk — On-site area from which service personnel are dispatched.

Material Handling — Unloading your shipment, transporting it to your booth, storing and returning your empty crates and cartons, and reloading your shipment at the close of the show.

Material Handling Charge — Material handling charges are based on weight. Material handling is calculated by 100 pound units, or hundred-weight (abbreviated CWT). There is usually a minimum charge.

Material Handling Contractor — Company responsible for handling show freight.

Material Handling Form — Form for exhibitor requesting handling of materials.

Official Contractor — Show management–appointed company providing services to a trade show and/or its exhibitors (also called Decorator, Show Decorator, General Contractor, General Services Contractor, or GSC).

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O.T. Labor — Work performed on overtime. Work performed before 8:00 a.m. and after 4:30 p.m., Monday through Friday, and all hours on Saturdays and Sundays (depending on the union trade).

Overtime — Refers to work performed beyond what is considered a standard business day. Overtime labor is paid at time-and-a-half.

Pipe and Drape — Pipe material with fabric draped from it to make up side rails and back wall of an exhibit booth.

POV — A privately owned vehicle, such as a passenger car, van, or small company vehicle, as distinguished from trucks, tractor-trailers, and other over-the-road vehicles. A POV left unattended will almost certainly be towed away. If you must unload a POV, use the POV line (see the following entry).

POV Line — Special loading dock reserved for POVs where material is unloaded at published rates. To get in a POV line, driver reports first to the marshaling yard.

Quad Box — Four electrical outlets enclosed in one box.

Quick Facts — Essential show information at a glance, located on FREEMAN ONLINE or provided by Freeman.

Service Center — A centrally located service area in which exhibitors can order or confirm the services provided by exposition management, such as electrical, decorating, telecommunications, etc. (also called Exhibitor Service Center).

Service Kit — Packet for exhibitor containing information and forms relating to the exhibition.

Show Decorator — Company or individual responsible for hall draping, aisle carpeting, and signage. Also performs same service to individual exhibitors.

Show Management — Group responsible for all aspects of exhibition.

Show Office — The show management office at exhibition.

S.T. Labor — Work performed on straight time, most always 8:00 am to 4:30 pm, Monday through Friday.

Straight Time — The hours considered normal business hours.

Target Date — The specified date and/or time to move a shipment into and/or out of an exhibit hall/show site.

Transportation — The transport of your exhibit materials to and from the convention or event.

Work Time — Paid time that begins as soon as the workers report to the exhibitor; stops when the exhibitor releases them from work.

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Exhibit like an **expert.**

Freeman offers you comprehensive services for face-to-face marketing events, including expositions, conventions, corporate events, and exhibits.

Ways Freeman can help you:

- Overall event design and décor
- Graphics production
- Logistics and on-site coordination
- Exhibit fabrication, design, and program management
- Electrical services
- Installation/dismantle services
- Event communications, content development, delivery, and measurement services
- Carpet and furnishings
- Audio visual capabilities
- Theatrical stage rigging
- Global freight transportation
- Material handling services
- Event strategy, management, and content development

For more information, visit **freemanco.com**.

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