



# Exhibitor Tips

IFT19, June 3–5, 2019, Morial Convention Center, New Orleans, LA

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## I. Read the Exhibitor Service Kit and news blasts that will be sent to you in the coming months.

The information they contain will help you save time and money and will keep you organized.

## II. Helpful Hints:

- A. Order your essential services in advance and by the early bird discount date:
  1. Electrical labor and service
  2. Material handling
  3. Carpet and furniture
  4. Telephone/Internet
  5. Booth set-up and dismantling labor
  6. Booth security
- B. On-Site Orders Are Expensive. Place your orders early and include payment to qualify for the discounts, and to ensure that your orders will be filled. Try not to place orders on-site.
- C. Confirm with Freeman and other contractors that your advance orders have been received before leaving for the show. Freeman will confirm all orders via e-mail or fax.
- D. Sign up for Freeman's complimentary Concierge Elite program to receive alerts sent to your phone regarding updates on your shipment and orders.
- E. Bring copies of your advance order forms to the show.
- F. Take a company credit card to pay all balances due on show site.

## III. Shipping Reminders:

- A. Definitions
  1. Crated: Material that is skidded or is in any type of shipping container that can be unloaded at the dock with no additional handling required.
  2. Special Handling: Material delivered by the carrier in such a manner that it requires additional handling, such as ground unloading, stacked or constricted space unloading, designated piece loading, shipment integrity, alternate delivery location, loads mixed with pad wrapped material, no documentation and shipments that require additional time, equipment or labor to unload. Federal Express, UPS & DHL are included in this category due to their delivery procedures.
  3. Uncrated: Material that is shipped loose or pad-wrapped, and/or unskidded machinery without proper lifting points.
- B. Helpful Hints:
  1. Ship in advance to the warehouse or to the facility directly. Ship prepaid and keep handy the inventory and the tracking numbers of all your shipments. Freeman will confirm receipt of warehouse shipments via e-mail or fax.
  2. Place a rider on your insurance policy covering the time your exhibit and product leaves your possession until it is returned. Your company is responsible for your exhibit and product.
  3. Ship your freight and product via common carrier or van lines to arrive on your target time. Use two-day air freight if you are on a tight schedule and try not to send anything via overnight carrier, as they may not deliver it directly to your booth.
  4. Remove all old shipping labels before you send anything. Attach labels provided in your Exhibitor Service Kit with your company name and booth number clearly marked.

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5. Expect at least (up to) a three-hour wait to have your truck unloaded from the time it checks in at the Marshaling Yard.
  6. When making your shipping plans to the show, also plan for return shipping home after the show. Make sure someone from your company will be on-site to oversee the outbound shipment of your display and product.
  7. Take the extra time to ensure that your display and product are packed neatly and securely.
  8. Shrink-wrap all your cartons onto a skid to avoid special handling charges.
  9. Ship early to avoid air freight charges.
- C. Common Shipping Mistakes:
1. Selecting a carrier that does not service trade shows on a regular basis. Unlike other shipments, exhibit material is time-sensitive.
  2. Leaving old labels on crates and cartons that cause confusion.
  3. Not specifying what type of air freight service is desired (i.e., AM, PM, second day and deferred service.)
  4. Not requesting insurance for valuable equipment and/or products.
  5. **If a shipment is not marked "insured," it is covered for only a \$100.00 maximum or 50 cents for each pound per item.**
  6. Not giving clear shipping instructions for your freight.
- D. Avoid common shipping mistakes and save yourself time, money, and needless aggravation by:
1. Advising your carrier about your target date and time for move-in.
  2. Including an accurate description or piece count.
  3. Informing Freeman of the mode of transportation, whether it is common carrier, air freight, or van line.
  4. Reading the Exhibitor Service Kit and shipping instructions.
  5. Filling out the forms properly.
  6. **Understanding the price per CWT 200 lb. minimum on shipments.**

**IV. Gratuities are not permitted for move-in, set-up, move-out or any other service.** If you are pressured to give tips for service, please contact one of the show floor managers or show management immediately.

**V. Cost-saving ideas for booth installation:**

- A. Consider renting a display from Freeman instead of designing, constructing and shipping an original booth.
- B. Preassemble any parts on your equipment prior to entering the Marshaling Yard.
- C. Set-up your booth on straight time (Monday-Friday from 8:00 a.m. - 4:30 p.m.).
- D. Consider having Freeman supervise your booth set-up. Remember to include photos, set-up plans, and assembly instructions.
- E. Check in early at the Service Desk to confirm orders placed for labor.
- F. Be at your booth to supervise labor that has been ordered and reconfirmed at the service desk, as the clock starts from the time labor leaves the service desk or the previous booth.
- G. Try not to change or cancel your orders on-site.
- H. Review the show rules, 2018 Exhibitor Rules and Regulations in your Exhibitor Service Kit.

### VI. Frequently asked questions:

**1. Q: What is included in my space rate?**

**A:** IFT Show Management will furnish all in-line or linear booths with 8' high flax drape and 36" high flax side dividers. All booths, except islands, will be provided with a 7" x 44" identification sign with company name and booth number at no charge.

**2. Q: What are the show colors?**

**A:** The show colors are:

Background Drape: Blue/Flax/Green/Flax/Blue

Divider Drape: Blue

Aisle Carpet: Midnight Blue

**3. Q: Can I hang a different color back wall drape?**

**A:** Yes. If you are interested in changing the back drape color please contact Freeman directly and order the color drape that you require.

**4. Q: How many registrations do I get with my space?**

**A:** Your Company is entitled to 5 free badges per 10' x 10' booth. Additional badges over your allotment will cost \$60.00 each for a maximum of five (5) additional badges per 10'x10' booth. Exhibitor badges allow access to the show floor during non-show hours and will allow entry into all non-ticketed events, including Scientific Sessions. Registrations must be submitted online. This is for company personnel only.

**5. Q: How early can I get on the show floor during set-up and on show days?**

**A:** Badged exhibitors will have access to the show floor at 8:00 a.m. during set-up, show days and move-out.

**6. Q: How late can I stay in the Hall to set up and dismantle my display?**

**A:** Move-in is officially scheduled from 8:00 a.m. - 4:30 p.m. If you need to continue installation or dismantling work beyond 4:30 p.m., you MUST obtain an early/late pass from the Floor Managers' Desk by 3:30 p.m. that day. Typically, with the early/late pass, Wednesday – Friday labor can stay to 8:00 p.m. and on Saturday they can stay until 10:00 p.m.

**7. Q: How do I label my freight?**

**A:** Use the labels in the Shipping Tab of the Exhibitor Service Kit and make copies if you need more. Remove all old labels from your crates and cartons. Please note that there are special labels for hanging signs, frozen and refrigerated freight.

**8. Q: What is a targeted date?**

**A:** The targeted date is the assigned date for arrival of booth and freight. Shipments sent direct to the convention center for arrival before your targeted date may be asked to wait in line until all targeted shipments are unloaded. This may lead to overtime charges for that shipment.

**9. Q: I can't meet my target date and time. What should I do?**

**A:** Contact Freeman to request a new target date and time. Freeman will accommodate you if a new date and time can be arranged. Submit your written request to: [Lisa McGuinness](mailto:Lisa.McGuinness@freemanco.com) [lisa.mcguinness@freemanco.com](mailto:lisa.mcguinness@freemanco.com), or Mike Fuse [mike.fuse@freemanco.com](mailto:mike.fuse@freemanco.com).

**10. Q: My booth space on the floor plan has an asterisk(\*); what does this mean?**

**A:** Booths that are scheduled for late move-in, meaning they will be moved in last due to their location on the show floor (i.e., next to the loading dock), are indicated with an asterisk. Booths that are moved in last will be the first booths scheduled for move-out when the show breaks.

**11. Q: How does my shipment get unloaded and will I be charged?**

**A:** You must first check in at the Marshaling Yard. You will be charged based on the weight of your shipment. Shipments are charged a rate per CWT. (100 lb.) There is a 200 lb. minimum. You may also be charged a special handling charge based on how your materials are shipped, i.e., crated or uncrated. Crated: Material that is skidded or is in any type of shipping container that can be unloaded at the dock with no additional handling required. Special Handling: Material delivered by the carrier in such a manner that it requires additional handling, such as ground unloading (trailer too low or too high to fit at the dock), side door unloading, constricted space loading, designated piece loading, stacked shipments (forklift cannot drive into the trailer and pick up the crate), loads mixed with pad-wrapped material, multiple shipments, carpet and/or pad only shipments, and shipments that require extra time, equipment, or labor to unload. Federal Express and UPS are included in this category due to their delivery procedures. Uncrated: Material that is shipped loose or pad-wrapped, and/or unskidded machinery without proper lifting bars or hooks.

**12. Q: What happens if I miss my target date or check-in time?**

**A:** If you miss your target date or check-in time, your vehicle will not be unloaded until after all on-target vehicles have been unloaded, **regardless of when your vehicle has checked in at the McCormick Place Convention Center Marshaling Yard.** This means you may incur a 25% additional charge for overtime unloading and cause your truck driver to wait all day for unloading. Note: If your vehicle checks into the Marshaling **Yard after 1:30 p.m., your** driver may be turned away and asked to return the next day.

**13. Q: May I unload my own vehicle?**

**A:** **Yes, please note McCormick Place has an Automobile and Small Utility Vehicle (ASUV) program that is available at predetermined dates and times as provided by IFT Management. Visit <http://www.mccormickplace.com/exhibitors/exhibitors.php> to find the available times and dates and list of acceptable vehicles that can participate and to register your vehicle. Preregistration saves time and is required to avoid on-site registration.**

**14. Q: How early can I ship to the Freeman warehouse?**

**A:** The first day for shipments to arrive is **June 15, 2016**; the last day shipments will be accepted is **July 5, 2016**.

**15. Q: Can I ship direct to the convention center?**

**A:** Yes. Shipments will begin being received at the convention center on **July 13, 2016**.

**16. Q: Will tipping get my truck unloaded sooner?**

**A:** No. Labor has been instructed to unload any exhibitor LAST who has offered a gratuity. Also, please alert your Floor Manager of any attempt to solicit gratuities.

**17. Q: Where does my shipper need to go to check in?**

**A:** All trucks need to enter the McCormick Place Convention Center Marshalling Yard and check in. Also, please see the targeted schedule for check-in under the Shipping Tab. The trucks are assigned a number and wait in the Marshalling Yard for their number to be called. Please note that all vehicles delivering materials to the convention center must report to the marshalling area at Lot B to obtain a dock pass. This includes privately owned vehicles (cars, trucks, vans, etc.) that choose to unload their own materials at the established unloading area. No vehicle will be allowed to the dock area without a pass.

**18. Q: Do I have to wait for a crew to unload or load my freight?**

**A:** Yes, if you are unloading at the docks, however, you can hand carry as much freight through the show entrance as one person can carry in one load. You may use a manual handcart or dolly. This includes small computers and pop-up displays. If you are driving your own small utility vehicle or automobile, you may unload your own freight providing you have registered in the ASUV program, see # 13 above for details. Additional inquiries can be directed to the Lot B office via email at [rmemisovski@spplus.com](mailto:rmemisovski@spplus.com) or call 312.808.3125.

**19. Q: How do I file a claim for missing or damaged inbound freight?**

**A:** Go to the Freeman Service Desk on-site.

**20. Q: If I keep my empties until the last minute, will I get them back first?**

**A:** No. If you hold your empties, the Floor Manager will warn you first and then have your empties removed. This is a requirement of the Fire Marshal.

**21. Q: When will I get my empty crates back?**

**A:** It will take approximately 1 hour to roll up all the carpet, and then cartons will begin to be returned so you can start packing, and then crates will be next. Crate return is random.

**22. Q: How many samples can I store within my booth?**

**A:** Fire Marshal rules permit you to store only one day's supply of samples.

**23. Q: Can I store my empties behind my booth?**

**A:** No. The Fire Marshal requires all empties, cartons and crates to be removed from behind the booths. Empty stickers are to be placed on these items for pickup by Freeman Companies.

**24. Q: How are material handling charges based?**

**A:** Material handling rates are based upon incoming weight. If the outbound weight is less than the inbound weight, as is often the case with samples, it is the exhibitor's responsibility to notify Freeman Companies. Upon notification and verification at show site, Freeman will adjust the charges accordingly.

**25. Q: What is the Sampling Package?**

**A:** This offer allows exhibitors to provide samples for exhibiting in their booth space at a rate that includes the daily delivery of samples to your booth.

**26. Q: Can I bring my own carpet?**

**A:** Yes. Note: All carpet and drape MUST be made of a fire-retardant material. Also, please ensure that all carpet padding and tape is removed from the show floor during move-out.

**27. Q: Is carpet/flooring required?**

**A:** Yes. All exhibits must have acceptable floor covering. Unacceptable coverings include paper, foam core or cardboard. Carpet may be ordered by IFT for exhibit booths that do not have acceptable floor coverings, and the exhibitor will be charged.

**28. Q: What charges will I incur if I wish to use my own furniture or carpeting or rent these items from a non-official provider?**

**A:** You will incur material handling charges for the unloading, delivery, and loading out of these items. If these items arrive loose and uncrated, you will be charged at the special handling rate. If they arrive or are loaded out on overtime, you will be invoiced accordingly. If the carpeting requires labor to put down, tape and pick up, you may incur labor charges. If you rent furniture or carpeting from the official contractor, there will be no additional material handling charges and your carpet will be put down prior to your assigned target date.

**29. Q: Can I hang my own signs in my booth?**

**A:** Yes for all but hanging signs. Power tools and ladders are permitted, but must be supplied by exhibitor.

**30. Q: Can I use my own skirt or drape on my table?**

**A:** Yes.

**31. Q: Can I erect and tear down my own display?**

**A:** Yes. Exhibitor staff may erect and tear down their own display.

**33. Q: Will I be required to use union labor to set up my booth?**

**A:** No. Exhibitor staff may erect and tear down booths.

**34. Q: Can I carry in my computer?**

**A:** Yes. You can hand-carry in small computers and appliances. You may use a manual handcart or dolly. No mechanized or hydraulic lifts, carts, or scooters allowed.

**35. Q: Can I carry in my pop-up booth?**

**A:** Yes. You may carry in small packages, including pop-up booths. You may use a manual handcart or dolly. Mechanized or hydraulic lifts, carts, or scooters are not allowed.

**36. Q: Can I assemble my own machines?**

**A:** Yes. You are permitted to do the technical assembly. However, riggers are responsible for unloading, uncrating, un-skidding (including removing screws), spotting, non-technical assembling and re-skidding all machinery.

**37. Q: Can I cover the columns in the exhibit hall?**

**A:** No.

**38. Q: How high can I hang my sign?**

**A:** Hanging signs for island booths will be permitted to a maximum height of 20 ft. to the top of the hanging sign. For standard linear/inline booth; no hanging signs are permitted.

**39. Q: How do I track my return shipment?**

**A:** If you have not received your return shipment in 7 days using Freeman Transportation, call Freeman at **1-800-995-3579**. If you arranged your return shipment through another carrier, please contact them directly.

**40. Q: I require labor past 4:30 p.m., what do I do?**

**A:** If you need to work past **4:30 p.m. during set-up, you must notify Freeman no later than 1:30 p.m. that same day**. If you need to schedule manpower prior to 8:00 a.m. for the following day, you must notify Freeman by 1:30 p.m. the day before.

**41. Q: Is Wi-Fi available at McCormick Place South Convention Center?**

**A:** Complimentary Wi-Fi is available on the exhibit floor during move-in and move-out. It is no longer available on the exhibit floor or in spaces used for exhibits during show days except in permanent **Food Pod Areas in Halls A and F, and in 1 Hotspot area per exhibit hall (A-F). The location of this hotspot will be determined on site by the Show Manager. Complimentary Wi-Fi will continue to be offered at all times in public/function space and meeting rooms. For more information go to <http://www.mccormickplace.com/contractor-eac/contractor-eac.php>**

**42. Q: When does 24-hour power begin?**

**A:** When ordered, 24-hour power begins the evening before the first show day and is turned off on the last day at the close of the show. 24-hour power is available before or after these times for an additional charge.

**43. Q: Where can I park at the convention center? Parking for North Hall???**

**A:** **The primary parking location for the South building is in Lot A. All day parking is available for a fee. For more parking information including maps and directions go to the McCormick Place Convention Center website at <http://www.mccormickplace.com/attendees/getting-here.php#parking>**



## Exhibitor Tips

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**44. Q: Can I bring in my own food and beverages to the convention center?**

**A:** You may bring in an item for you or your staff to consume like sodas or lunch, but any food or beverage you wish to serve to others must be provided by SAVOR...Chicago at McCormick Place, the exclusive catering provider. Please see Utilities and Additional Information Tab for menus, pricing and policies or visit [savorchicagomcpl.com](http://savorchicagomcpl.com)

**45. Q: Still not sure what to do. Who do I call?**

**A:** IFT Show Management Operations Department at: (312) 604-0279.