



DETERMINE YOUR BOOTH PLAN

Design a memorable in-booth experience.

No matter the size, your booth should tell a seamless brand story, and include company graphics. Create an interactive experience that circles back to your brand and event objectives. Design the attendee journey and in-booth activations with your target audience in mind.

Will you rent, build, or use existing materials?

Consider booth rental options and sustainability. Envision a custom build? Work with [Freeman](#) to create a booth that embodies your brand and creates memorable in-booth experience.

[EASY ACCESS TO FREEMAN ONLINE](#)



WHAT ADDITIONAL ITEMS NEED TO BE ORDERED

Do you need electrical?

There are typically up to three components of an electrical order: power, labor required to install electrified items, and lighting fixtures you might wish to rent. Understand where power will be pulled from (usually from a floor port in or adjacent to the booth) and what locations in the booth you will require power distributed.

All electrical work will need to be done by union electricians – plan in advance to have the cords laid out before the flooring is installed.

[CLICK HERE FOR EXHIBITOR SERVICES](#)

Do you need to hire labor to install or construct your booth?

Make sure you order your labor in advance so your needs can be included with initial labor calls. If you wait to order labor on site, you may need to wait for a laborer to finish another project before starting yours.

[EASY ACCESS TO FREEMAN ONLINE](#)

Do you plan on hanging a sign or banner above your booth?

Ship to the advanced warehouse labeled as a hanging sign instead of direct to show site. Along with an order to [Mirage](#) and the sign can be installed before aisles are congested with shipping crates. **This will save time and money.**

[CLICK HERE FOR EXHIBITOR SERVICES](#)

Do you want to build your database of new leads and prospective customers?

Order this easy-to-use lead retrieval equipment and you will have access complete contact information of those individuals that visit your booth, allowing for seamless follow-up and the ability to send marketing materials directly to prospective customers during and after the event. **If you need further assistance, please email exhibitorservices@maritz.com**

[LINK TO ORDER FORM](#)



WHAT YOU CAN AND CAN'T DO

What impact will local unions have on your installation?

Understanding the local union jurisdictions will help reduce stress and frustration. Union Labor is available to assist in the installation and dismantling of exhibit booths. Exhibit labor, freight and rigging labor, electricians and plumbers can be arranged for at established rates, using the order forms in the exhibitor kit.

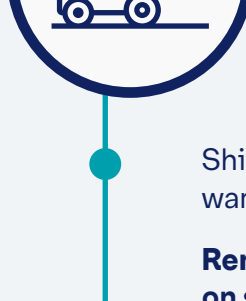
[LINK TO EXHIBITOR KIT](#)

Hand carry do's + don'ts.

If you plan to hand carry small items to your booth, exhibitors may call the Bell Desk for assistance. Bell Desk deliveries are subject to a \$20 per cart fee. Exhibitors may bring their own small fold up wheeled cart, but flatbeds or hand trucks are not allowed.

Cardboard Storage

Storing empty containers behind structures or drape is not permitted for fire safety. Make plans to store these items off site or with [Freeman](#) to be returned at the conclusion of the event. Everything must be labeled with your company name and booth number.



UNDERSTAND SHIPPING AND MATERIAL HANDLING

Shipping is the movement from your facility to the show site or advanced warehouse. Use carriers that specialize in trade show logistics.

Remember: Bring a list of tracking numbers and/ or bills of lading with you on show site. Number each piece of freight and bring an inventory of what is in each box and/or crate.

Material handling is the movement of your freight from the show site loading dock (or warehouse) to your rented booth space at a cost. This cost is calculated per pound. Consolidating shipments in crates or shrink-wrapping skids for better ease.

[LINK TO MATERIAL HANDLING INFORMATION](#)

Overnight Shipping Carrier

If you ship your boxes with a company like UPS or FedEx, "guaranteed time" only refers to the facility. Additional time is needed for [Freeman](#) to record the full shipment and deliver boxes to the individual booths.

Shipping Options

Please follow the guidelines laid out by Freeman in the service kit to ensure your shipments are delivered in a timely and organized manner. There are two main ways to ship; shipping to the advance warehouse or directly to show site.

[CLICK HERE FOR SHIPPING LABELS](#)

Labeling Empty Boxes and Containers

When boxes and/or containers are empty, be sure to tag them with the [Freeman](#) designated EMPTY stickers. Do not forget to include your company name and booth number. The process of returning all empty containers can take up to 6 hours.



HOTELS + REGISTRATION

WPPI has approved Maritz Global Events (MGE) as the official housing provider. Visit the show [website](#) to view exclusive hotel rates and benefits. It is recommended that you use the approved housing agency to book your travel. Beware of unsolicited offers, unapproved sites, and spam.

Register all booth staff and visiting executives in advance to reduce the time in onsite lines. Everyone will be required to show a picture ID to collect their badge.



WHEN WPPI CLOSSES

Once the show closes and the aisle carpet has been rolled up, all correctly labeled empty crates/boxes will begin to be returned to your booth. It's important to keep the aisles clear to help expedite the return of labeled empty containers, pallets and boxes. Tools and equipment needed to dismantle prior to returned empties should be stored off site.

After your booth and merchandise is packed up, you will need to fill out a bill of lading and turn it in to the general service contractor so your shipping company can pick up your shipment. Nothing can be released to the shipping company until that bill of lading is completed and turned in.

QUICK TIPS:



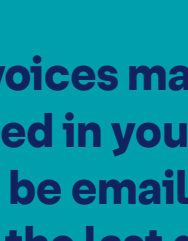
Start early in planning to take advantage of discounts.



Need Assistance?
Contact Freeman Exhibitor Services at 888.508.5054 or email them at exhibitorsupport@freeman.com



Make note of key deadlines to save money. Avoid late fees.



Invoices maybe dropped in your booth or may be emailed prior to the last day. (Check with Freeman)



SAVE TIME AND HEADACHES: Consolidate shipments, ship in crates or shrink-wrap to skids.



FINALIZE YOUR INVOICE ON SHOW SITE: If you have any questions on charges it is best to resolve while on show site.

EVENT LINGO

ADVANCE ORDER: An order for show services sent to the general contractor by the advance order (discount) deadline. Usually less expensive than orders placed on-site.

ADVANCE WAREHOUSE/RECEIVING: Location set by show management to receive freight before start of show. Freight is stored at this location and then moved to the show at the designated time.

BONEYARD: A specific area used to store extra furniture and any equipment not being used during show hours.

DARK DAY: Terminology for a day during move-in or move-out of the facility when show site services are shut down.

DECORATING: Dressing up exhibit booths with carpet, furniture, foliage, etc.

DOUBLE TIME: Refers to a pay rate for work performed that is double the normal hourly rate.

EMPTY LABELS: Stickers that should be placed on exhibit freight once empty during the move-in process. These stickers inform the labor team to return to appropriate location.

EXHIBITOR APPOINTED CONTRACTOR (EAC): Also called an independent contractor, a supplier hired by an exhibitor to perform trades event services independently of Event management-appointed contractors

EXHIBITOR SERVICE CENTER: A centralized area where representatives of various show services can be contacted or located.

EXHIBITOR SERVICE MANUAL: Manual containing general information, labor/service order forms, rules and regulations, as well as other important information pertaining to exhibitor participation.

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 general contractor.

FREIGHT DESK: The area where inbound and outbound exhibit materials are handled at a trade show, and where you would go with a shipping question.

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 General Services Contractor, GSC, or Official Contractor).

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.

LABOR DESK: On-site area from which service personnel are dispatched.

MATERIAL HANDLING: Unloading and returning your booth, transporting it to your booth, storing and returning your empty crates and cartons, and reloading your freight or shipment onto your selected carrier at the close of the show. The MHA is your material handling agreement.

OFFICIAL CONTRACTOR: Show management-appointed company providing services to a trade show and/ or its exhibitors.

ON-SITE ORDER: Order for services placed by the exhibitor with the general contractor after exhibit set-up begins and is usually more expensive than an advance order.

OVERTIME LABOR: Work performed before 8:00 a.m. and after 4:30 p.m., Monday through Friday, and all hours on Saturdays, Sundays, and holidays (varies by city).

PIPE AND DRAPE: Pipe material with fabric draped from it to make up side rails and the back wall of an exhibit booth.

PRIVATELY OWNED VEHICLE(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. Exhibitors with a POV should ask the general service contractor for unloading instructions.

RIGGING: The hanging of equipment or signs from the ceiling. This work is exclusive to union labor.

SHOW MANAGEMENT: Company responsible for all aspects of the exhibition.

SHOW OFFICE: The show management office at the event.

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/ SHIPPING: The transport of your exhibit materials to and from the convention or event.

UNION: An organization of workers formed to protect the interests and rights of its members. Labor unions provide venues with a pool of workers who are experts in various areas.

WORK TIME: Paid time that workers report as soon as the workers begin to the exhibitor; stops when the exhibitor releases them from work.

ADDITIONAL FREEMAN RESOURCES

- [Safety for you saves events: Freeman commitment and hygiene protocols](#)
- [Evolving the exhibitor experience: Exhibitor considerations for a post-COVID-19 world](#)
- [Shifting the mindset: design considerations](#)
- [Exhibitor event safety checklist](#)
- [Imagine what's next: The future of exhibiting](#)
- [Get trade show ready: a first-time exhibitor checklist](#)
- [Your best booth: Exhibit stand design best practices](#)
- [Health and safety products catalog](#)