



GlobalShop 2008

McCormick Place West Building
March 18-20, 2008
Chicago, IL

FREQUENTLY ASKED QUESTIONS

What comes standard with my booth?

Each booth will be supplied with the following items: 8' x 10' back wall drape, 3' high side rail drape, and a 7" x 44" identification sign. Island/peninsula booths will have only back drape upon request. Information and order forms for all furnishings, carpet, electrical, communications, floral, cleaning and other accessories and services are listed in the **FREEMAN SERVICE ORDER FORMS** or **OFFICIAL SHOW SERVICES/FORMS** Section of this manual. **Note all booths must order carpet or supply their own carpet or floor covering!**

How do I ship my materials?

You may ship your booth material **IN ADVANCE** to the Freeman Advance Warehouse or you may ship **DIRECT** to the McCormick Place West Building. The specific shipping information, labels, and instructions are located in the **SHIPPING/FREIGHT INFORMATION** Section of this manual.

How do I ship my entry for the New Product Pavilion?

If you have an entry for **THE NEW PRODUCT PAVILLION**, *you cannot ship direct to the Convention Center*, **YOU MUST SHIP YOUR ENTRY TO THE ADVANCE WAREHOUSE**. Please use the **New Product Pavilion Shipping Labels** that are in the **Sponsorship Section** of this manual. There will not be an additional charge for shipping your New Product Entry to the Advance Warehouse ~ You will receive the same rate that you would have been charged had you shipped directly to the Convention Center!

Please Note: You must package and ship your new product entry independent and separate from your booth material.

What are the move-in and move-out times?

For the move-in time that applies to your specific booth please review the **Color Coded Targeted Move-In Floor-Plan** that is in the Shipping/Freight Section of this manual. For move-out times, a show schedule is located in the General Information section of this manual. Exhibitors are reminded that it is against Exposition Rules and Regulations to move-out any display equipment or materials until the published move-out time. Please refer to the **GENERAL INFORMATION** and **RULES & REGULATIONS SECTIONS** in this manual for further information.

What do I do if I plan to use an EXHIBITOR APPOINTED CONTRACTOR?

Exhibitors using an unofficial contractor or "EAC" to provide services to their booth must complete and return the **APPLICATION FOR USE OF EAC FORM**, which is located in the **EXHIBITOR FORMS: WAIVERS, APPROVALS & POLICIES** Section of this manual.



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EXHIBITOR APPOINTED CONTRACTOR CONTINUED:

Please inform your EAC that they **must** forward a General Liability Insurance Certificate **by Wednesday, February 27, 2008**. The insurance certificate must name Nielsen Business Media, Metropolitan Pier and Exposition Authority and Freeman as additional insured.

May I register as many people as I want to?

Each exhibiting company may register 10 staff members per 100 net square feet (a 10 x 10 booth) at no charge. Additional staff may be registered for \$20.00 per person. However, there is no limit to the number of buyers, customers, guests or manufacturer's reps that you register. **Do not register buyers, customers, guests or manufacturer's reps on the exhibitor registration form but on the appropriate form.** All registration information for Staff, Guests and Manufacturer's Representatives are included in the **REGISTRATION** Section.

How do I register my staff for the show?

Registering your staff can be done on-line. Registrations can't be accepted over the phone or via fax. As an exhibiting company, you may register 10 staff members per 100 net sq. ft. of exhibit space at not charge. Additional staff may be registered for \$20.00 per person. Buyers and/or customers are **not** to be registered as exhibitors. You will be provided with the option to register non-personnel in different areas on the registration site. You must register your personnel on-line at www.globalshop.org.

My company is using an Exhibitor Appointed Contractor to install and dismantle our booth. Should I register them when I register my staff?

No! Your Exhibitor Appointed Contractor must wear Temporary Worker Badges and/or Wristbands for move-in and move-out. These can only be obtained from show security on-site and are not available in advance. Please do not register your EAC's as staff members as they are not permitted to wear "Exhibitor" badges.

How do I make Hotel Arrangements?

Please refer to the **HOTEL & TRANSPORTATION** section for complete information on discounted hotels, for our GlobalShop 2008 participants.

Can we take pictures?

No! No cameras or videotaping are allowed during the show. Photography Policy is noted in the **RULES AND REGULATIONS** section of this manual, For your photographic needs; please refer to the **SERVICE ORDER FORMS** Section for the show photographer service order form. Again, no cameras or picture taking allowed during show hours. Cameras will be confiscated and violators will be escorted from the exhibit hall and denied future access unless otherwise approved in advance. However, as an exhibitor, you may take pictures of your booth (and your booth **ONLY**) if you request a camera pass using the Photography Order Form located in the **EXHIBITOR FORMS: WAIVERS, APPROVALS & POLICIES** section. Unauthorized use of cameras may lead to camera & film confiscation, loss of priority points or show expulsion.

TO ACCOMMODATE THE EXHIBITORS THAT WISH TO PHOTOGRAPH THEIR DISPLAY, WE WILL BE LIGHTING THE HALL AFTER HOURS ON TUESDAY – MARCH 18, 2008 FROM 5:00pm to 8:00pm.



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What if I have more questions?

Please refer to the Official Contractor Contact list, which is located in the **GENERAL INFORMATION** section in this manual or contact Bruce Wilson, Operations Director by e-mail at bruce.wilson@nielsen.com for further assistance.