



GlobalShop 2008

McCormick Convention Center
March 18-20, 2008
Chicago, IL

TIPS FOR A SUCCESSFUL SHOW

You've got questions.... we've got answers! Following are helpful tips for planning a successful show. Whether you're a first time exhibitor or a seasoned veteran, we're here to help.

Note: *These tips do not represent all services, forms and rules for the show. It is intended to guide you through the Exhibitor Services Manual. Please read your Exhibitor Services Manual in its entirety to prepare you for the show.*



•**Please Read the Exhibitor Services Manual.** It contains all the forms, rules and details necessary for your exhibit. **Your Organization Will Save Time and Money by Being Prepared.**



•**Use the "Services Checklist & Deadlines".** Don't miss a deadline or forget to order a service...use this "At A Glance" checklist.



•**Official Service Contractors** are those contractors providing specialized services for the show. Please refer to these lists, which are located in the *General Information* section, to determine which services are exclusive and which services are non-exclusive.



•Housing

Secure your housing reservations using the housing form. Make your reservations early because rooms fill up quickly. All housing arrangements must be made through Ambassadors Housing, the official housing contractor for GlobalShop 2008.



•Show Directory by Alphabetical and by Product Category Listing

Receive your free listing in the official show directory by completing the "Directory Product/Company Profile Listing Form". This form is located on our website at www.globalshop.org in the Exhibitor Service Center. **Failure to submit your listing will result in only your company name, address and phone numbers being published.**



•Targeted Move-In and Move-Out Schedule

Ensure a smooth move-in and move-out by adhering to the Targeted Move-In Schedules located in this manual. Proper planning will save you time, money and labor on-site.



•Shipping Freight To and From the Show

This is the most important aspect of planning your exhibit! Be sure you clearly understand the procedures in which freight will be handled by reading the shipping guidelines and deadlines. Remember to:

- 1) Make your return shipment arrangements when making your outgoing arrangements.
- 2) Use the pre-printed shipping labels to ensure proper delivery of your shipment. Labels for shipments to the warehouse or direct to the convention center are provided in this manual.



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- 3) Consult the Target Move-In & Move-Out Schedules to determine when your shipment must *arrive at* and *leave from* the warehouse or convention center. Shipments not arriving on their target move-in date may result in extra charges.
- 4) If you are exhibiting in **THE NEW PRODUCT PAVILION** you *cannot ship directly to the Convention Center*, **YOU MUST SHIP TO THE ADVANCE WAREHOUSE**. There will not be an additional charge for shipping to the Advance Warehouse ~ You will receive the same rate that you would have been charged had you shipped directly to the Convention Center!

New Product Pavilion Participants ~ Please Note ~ This reduced rate for shipping to the advanced warehouse only applies to the New Product that you are showcasing ~ Not your entire booth. You must package and ship your new product entry independent and separate from your booth material.

- 5) Notify Freeman of your freight carrier, and all freight information (weight, number of crates, boxes, etc.). Provide them with a bill of lading from your shipper.
- 6) Keep copies of all bills of lading with you on-site should your freight need to be traced.
- 7) Create a list of all crates or boxes being shipped. Note the items contained in each crate/box and the total number contained in the shipment.
- 8) Pack all crates/boxes carefully to minimize damage.
- 9) Remove any previous labels from your shipment to avoid confusion or mis-delivery of your shipment.
- 10) Once your freight has been unpacked on-site, obtain "Empty" labels from the Freeman Service Center to attach to your empty crates & boxes. "Empties" will be stored and returned to you upon move-out.
- 11) Call Freeman should you have any questions or concerns about shipping your exhibit. 800-995-3579



•**Exhibit Set-Up & Dismantle by Exhibitor Appointed Contractors**

To understand the labor regulations regarding the set-up and dismantle of your exhibit, read the **Rules & Regulations** section of this manual. Order forms for labor and utility services are located in the **Freeman Service Order Forms or Official Show Services** section. Guidelines, notification forms and agreements for Exhibitor Appointed Contractors are included in that section as well.



•**Badges are required for all on-site exhibit personnel.** Refer to the **Registration** section for all badge orders. You may also register on our website at www.globalshop.org and navigate to the Exhibitor Resource Center.



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Utilities (phone, electrical, water, drainage, compressed air, gas, internet)

Require utilities in your booth? Order Forms for Utility Services are located in the Service Order Forms section of this manual. The FOCUS One McCormick Place is the exclusive provider for these services.



•Lead Retrieval Processing

Lead retrieval units may be ordered using the "Lead Retrieval Unit" order form. Note: Electrical service may be required for the operation of the lead retrieval units. Order electrical service using the appropriate order form, which is located in the official show Service Provider Order Forms section of this manual under FOCUS One.



•Booth Cleaning

This order form is located in the Freeman Service Order Forms section of this manual. Booth cleaning and sweeping services are not included in your space rental. No booth material should be left behind at the close of the show. If you require your booth to be cleaned prior to, during or after the show, be sure to order this service.



•Hanging Signs

Hanging signs will be allowed with prior approval from Show Management. It is necessary that you submit the "Hanging Signs Order Form" for approval. This form is located in the Exhibitor Forms: Waivers, Approvals & Policies section of this manual for approval of your hanging sign. Also complete the "Rigging Order Form" to order labor to hang your sign. Hanging Signs are permitted in all booths 20' x 20' or larger.



•Security

Show Management provides perimeter security on-site. However, it is the exhibitor's responsibility to ensure the security of their exhibit and product. Use the "Security Services" order form to order guard service. **Note: Security is also required for any before or after hours hospitality function within your booth, for before or after hours move-in and move-out, and for approved photographer access.**



•Remember...Read your Exhibitor Services Guide. It's the best tool available for planning your show. Most forms are also online at www.globalshop.org!

? Still Have Questions ?

Call Peggy Cross, Operations Coordinator at (770) 291-5409