



Exhibitor Tips

Please read your Exhibitor Kit as soon as possible. The information provided in the kit will save you time, money and needless aggravation.

Helpful reminders about ordering:

- ✓ Be sure to order your essential services in advance:
 - Electrical labor and service
 - Booth installation and dismantle labor
 - Internet
 - Furniture/carpet and additional furnishings
 - Floral
- ✓ Place your orders early. Include payment to qualify for discounts and ensure that your order will be filled. Try to avoid ordering on-site.
- ✓ Before leaving for the NCBA Trade Show confirm with Freeman and other contractors that your advance orders have been received.
- ✓ Be sure to order 24-hour power on the circuits that need power before and after show hours. For those that order standard electrical service, it will be provided only during show hours.
- ✓ Keep copies of all advance order forms; bring them with you to the show. Pay close attention to deadlines.
- ✓ Bring a company credit card to pay all balances due at show site and to pay deposits on rental equipment.
- ✓ Keep the total square footage of your booth space in mind when you order your decorating items and furniture-don't order more than will comfortably fit in your booth and still allow you to do business.
- ✓ Send a floor plan or booth layout plan to Freeman Decorating showing the position of equipment in your booth to avoid additional charges to relocate it.
- ✓ Bring a CD or jump drive with an electronic version of your logo on it for any last-minute signage needs.

Helpful reminders on shipping:

- ✓ Ship in advance to the Freeman advanced warehouse address. Ship prepaid and keep an inventory and the tracking numbers of all your shipments.
- ✓ Place a rider on your insurance policy from the time your exhibit and product leave your possession until they return. Your company is responsible for your exhibit and product.
- ✓ Ship your freight and product via common carrier or van line. Use two-day air freight if you are on a tight schedule and DO NOT send anything via U.S. Mail as they do not deliver to the convention center.
- ✓ Be sure to remove old shipping labels before you send anything to the Freeman warehouse.

- ✓ While making your shipping plans for the show, also plan for shipping home after the show is over. Make sure that someone from your company will be on-site to oversee the outbound shipment of your display and product.
- ✓ Take the extra time to ensure that your display and product are packed neatly and securely.
- ✓ Keep freight phone numbers and copies of Bills of Lading with you for tracking purposes.

Helpful Tips:

- ✓ Consider renting a standard or custom display from Freeman. They can provide the exhibit you need and save your time, money and the stress involved in designing, building, shipping, setting-up, dismantling and storing your booth.
- ✓ Read the show rules on the back of the exhibitor contract that you've signed.
- ✓ Security will be on duty and only those individuals with proper credentials will be allowed into the exhibit during set-up and tear down.
- ✓ Put together a trade show survival kit to include in your freight or carry with you:

Trade Show Survival Kit:

- ✓ Small tool kit
- ✓ Staples, scissors, tape, string
- ✓ Pens and markers for labels
- ✓ First-aid kit
- ✓ Bottled water
- ✓ Return shipping labels

Boothmanship Tips:

- ✓ Set objectives for your booth
- ✓ Don't sit; stand when possible
- ✓ Make your booth open and inviting to attendees
- ✓ Studies have shown that live demonstrations increase booth traffic
- ✓ Treat attendees as guests
- ✓ Don't eat in your booth
- ✓ Don't answer cell phone calls while working in the booth
- ✓ Don't place stacks and stack of brochures or giveaways on tables
- ✓ Keep your booth clutter free so your message is clear
- ✓ Be in your booth during show hours
- ✓ Save your best giveaways for your best customers or most qualified leads
- ✓ Make your booth set up inactive when possible
- ✓ Prepare your booth staff with an ice breaker question