

Z PHOTOPLUS EXPO

OCTOBER 26-28, 2017
JACOB K. JAVITS CONVENTION CENTER
HALL 3B

TIPS FOR A SUCCESSFUL SHOW



BUDGET

- Start the planning process by creating a budget
 - exhibit space
 - shipping
 - material handling
 - electrical
 - labor
 - carpeting
 - furniture
 - lead-retrieval
 - travel

Do everything early and meet discount order deadlines by using [FREEMAN ONLINE](#). Order products and services by October 2 to save up to 40%. Everything costs more at show site.

Request all services during straight-time labor hours, whenever possible. This includes exhibit setup and dismantling, as well as material handling.

SHIPMENTS

- Arrange outbound shipping in advance.
- Keep a record of tracking numbers and bring them with you to the show.
- Consolidate shipments to avoid weight minimums. Prevent special handling charges — ship in crates or shrink-wrap to skids. Send them to the warehouse or show site before the deadline date or incur an additional charge.

CONSOLIDATE SHIPMENTS WHEN TOTAL WEIGHT IS LESS THAN 200 LBS



Three (3) separate shipments

60 lbs. charged @ 200 lbs. \$290.00
52 lbs. charged @ 200 lbs. \$290.00
65 lbs. charged @ 200 lbs. \$290.00 = \$870.00



1 Consolidated Shipment

3 Pieces (1 shipment)
177 lbs. @ 200 lbs. = \$290
Savings: \$587.00

Added benefit - your shipments are less likely to get misplaced if they are packaged together with larger items.

NO STRESS

- When booking [travel](#), arrive early, and allow enough time to set up. For departure, allow enough time for empty containers to be returned and booth materials packed.
- Read your service manual or show kit. Knowing show rules and regulations, such as labor jurisdictions (page 24 of ESM) and fire regulations, is critical for planning.

AT SHOW

- Log in to [FREEMAN ONLINE](#) to view show information, orders, and show site services.
- Wear comfortable clothes/shoes during setup. Air conditioning and heating are not turned on during move-in or move-out.
- First thing, go to your booth space and make sure everything's there. What was shipped, plus electrical and carpet. Visit the Exhibitor Service Center, at the back of the 1200 aisle, if anything's missing.
- Furnishings arrive per the show delivery schedule, which is posted next to the Exhibitor Service Center. Expect carpet in your booth on the first day of move-in.
- There are three major unions that have jurisdiction over trade shows at the Javits. Please refer to the exhibitor service kit page 24 to help guide you and know what you can and cannot do when setting up your exhibit.

- If you ordered labor, check in at the labor desk at the time for which you ordered it.
- Get everything you'll need out of your containers; they won't be accessible during the show.
- As part of the material handling fee/service, Freeman provides "empty" stickers at the Exhibitor Service Center. Put one on each container with your company name and booth number.
- Count on Freeman personnel to be able to answer any of your exhibit-related questions.
- Expect to get your invoice on the day after the show opens — delivered to your booth, along with any outbound shipping information and labels.
- Do not leave any valuables unattended in your booth. You can order security through A&M Services if needed.

POST SHOW

- Confirm your move out labor order with the Exhibitor Service Center and check in at the labor desk to pick up laborers.
- Allow up to 4 hours after the show for your empty containers to be returned (after aisle carpet is picked up). Arrange travel accordingly.
- You must stop by the Exhibitor Service Center to complete your outbound shipping paperwork if you have not done so already. Once your shipment is packed, complete the Material Handling Agreement and return it to the Exhibitor Service Center. Notify your outbound carrier that your shipment is ready for pickup. Make sure all labels are applied.
- If your shipment contains valuables, wait for your carrier to arrive, or hire a security guard. Don't label boxes with their contents (e.g., plasma screen, computer equipment) if they're high-value items.



Advance Order — An order for show services sent to the general contractor before the deadline and is usually less expensive than an order placed on site.

Advance Warehouse/Receiving — Location set by show management to receive freight before the start of the show. Freight is stored at this location and then moved to the show at the appropriate time.

Boneyard — A designated area used to store decorators' extra furniture, and any other equipment not being used during show hours.

Dark Day — Terminology for a day during the move-in or move-out of the convention facility when show site services are shut down.

Decorating — Dressing up an exhibition with carpet, draping, foliage, etc.

Decorator — An individual or company providing installation and dismantling of exhibits and booth and hall decorating services for a trade show and/or its exhibitors (also called Show Decorator, General Contractor, General Services Contractor, GSC or Official Contractor).

Double-Time — Refers to a pay rate for work performed beyond straight time and overtime. Double-time is double the normal hourly rate. Work performed on holidays is often at a double-time rate.

Duplex Outlet — Double electrical outlet.

Exhibitor Service Center — A centralized area where representatives of various show services can be contacted or located (also called Service Center).

Exhibitor Service Manual — Manual containing general information, labor/service order forms, rules and regulations, as well as other important information pertaining to exhibitor participation in an exhibit (also called Exhibitor Manual or Service Manual).

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 Exhibitor Service Center.

Floor Order — Order for services placed by the exhibitor with the general contractor after exhibit setup begins and is usually more expensive than an advance order.

Freight Desk — The area where inbound and outbound exhibit materials are handled at a trade show.

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 Decorator, Show Decorator, General Services Contractor, GSC, or Official Contractor).

I&D/Decorator — An individual or company providing installation/dismantle and booth and hall decorating services for a trade show and/or its exhibitors. Decorator services may be provided by carpenters, sign painters, or others, depending upon union jurisdiction (term applies to both contractor and skilled craftsperson).

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 (also called craftspersons).

Labor Desk — On-site area from which service personnel are dispatched.

Material Handling — Unloading your shipment, transporting it to your booth, storing and returning your empty crates and cartons, and reloading your shipment at the close of the show.

Material Handling Charge — Material handling charges are based on weight. Material handling is calculated by 100 pound units, or hundred-weight (abbreviated CWT). There is usually a minimum charge.

Material Handling Contractor — Company responsible for handling show freight.

Material Handling Form — Form for exhibitor requesting handling of materials.

Official Contractor — Show management– appointed company providing services to a trade show and/or its exhibitors (also called Decorator, Show Decorator, General Contractor, General Services Contractor, or GSC).

O.T. Labor — Work performed on overtime. Work performed before 8:00 a.m. and after 4:30 p.m., Monday through Friday, and all hours on Saturdays and Sundays (depending on the union trade).

Overtime — Refers to work performed beyond what is considered a standard business day. Overtime labor is paid at time-and-a-half.

Pipe and Drape — Pipe material with fabric draped from it to make up side rails and back wall of an exhibit booth.

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. A POV left unattended will almost certainly be towed away. If you must unload a POV, use the POV line (see the following entry).

POV Line — Special loading dock reserved for POVs where material is unloaded at published rates. To get in a POV line, driver reports first to the marshaling yard.

Quad Box — Four electrical outlets enclosed in one box.

Quick Facts — Essential show information at a glance, located on FREEMAN ONLINE or provided by Freeman.

Service Center — A centrally located service area in which exhibitors can order or confirm the services provided by exposition management, such as electrical, decorating, telecommunications, etc. (also called Exhibitor Service Center).

Service Kit — Packet for exhibitor containing information and forms relating to the exhibition.

Show Decorator — Company or individual responsible for hall draping, aisle carpeting, and signage. Also, performs same service to individual exhibitors.

Show Management — Group responsible for all aspects of exhibition.

Show Office — The show management office at exhibition.

S.T. Labor — Work performed on straight time, most always 8:00 am to 4:30 pm, Monday through Friday.

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 — The transport of your exhibit materials to and from the convention or -event.

Work Time — Paid time that begins as soon as the workers report to the exhibitor; stops when the exhibitor releases them from work.