

# FIRST-TIME EXHIBITOR'S FACT SHEET

1. Please read through the Exhibitor Center carefully. The information it contains will help you save time, money and needless aggravation.

2. **Helpful reminders about ordering:**

- A. Be sure to order your essential services in advance.
  - 1. Electrical labor and service
  - 2. Carpet and furniture
  - 3. Telephone
  - 4. Booth setup and dismantling labor
  - 5. Booth security
- B. Place your orders early and **include payment** to qualify for the discounts and to ensure that your order will be filled. Try not to order onsite.
- C. Before leaving for Web 2.0 Expo 2010, confirm with CHAMPION EXPOSITION SERVICES and other vendors that your advance orders have been received.
- D. Be sure to order 24-hour power on equipment that needs power before and after show hours.
- E. **IMPORTANT:** You must also order electrical labor for in-booth wiring for any under carpet wiring for internet or electrical service. This labor must be ordered through the Sheraton, its electrical order form, located in the Utilities Section of the Exhibitor Center.
- F. Bring copies of all advance order forms to the show.
- G. Take a company credit card to pay all balances due on show site and to put deposits on rental equipment.

3. **Helpful reminders about shipping:**

- A. Ship in advance to the warehouse or to your facility directly. Prepay shipping and keep an inventory of all your shipments.
- B. *Place a rider on your insurance policy from the time your exhibit and equipment leave your possession until their return. Your company is responsible for your exhibit and equipment at all times.*
- C. Ship your freight by van line or common carrier to arrive on your target date. Use two-day-only airfreight if you are on a tight schedule.
- D. Be sure to remove all old shipping labels before you send anything to Web 2.0 Expo and attach clean labels with your company name and booth number clearly marked.
- E. Expect at least a three-hour wait to have your truck unloaded from the time it checks in at the marshaling yard. Please be patient while waiting for your turn.
- F. While making your shipping plans to the show, also plan for shipping home after the show is over. Make sure that someone from your company will be onsite to oversee the outbound shipment of your display and equipment.
- G. Take the extra time to ensure that your display and equipment are packed neatly and are secured.
- H. Palletize and shrink-wrap all your cartons to avoid any special handling charges.
- I. Any material you leave on the exhibit floor remains your responsibility until the designated carrier actually picks up the shipment. Neither Show Management nor the general contractor accepts responsibility for any material left unattended on the exhibit floor.

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## ***Common Shipping Mistakes***

1. Selecting a carrier that does not service trade shows on a regular basis. Unlike other shipments, exhibit material is time-sensitive.
2. Old labels on crates and cartons cause confusion.
3. Be clear and specify what type of airfreight is desired, e.g., overnight, a.m., p.m., second day or deferred service.
4. Not requesting insurance for valuable equipment. If a shipment is not marked "insured," it is only covered for \$ .50 (USD) per pound per article with a maximum liability of \$100.00 (USD) per item, or \$1,500.00 (USD) per shipment, whichever is less. The best way to solve this problem is to carry a blanket insurance policy to cover all your freight—no matter who the carrier is—from the time it leaves your company to the time it returns from the show.
5. Not giving clear instructions on how the freight is to be shipped:
  - A. Not advising your carrier about your target date. (Off-target shipments will result in unnecessary surcharges)
  - B. Not including an accurate description or piece count.
  - C. Not informing the general contractor of the mode of transportation, whether it is van line, common carrier or airfreight.
  - D. Not reading the Exhibitor Center and shipping instructions.
  - E. Not filling out the forms properly.
6. Shipping time sensitive material using FedEx, UPS or other expedited services directly to show site. Using this method may cause delivery delays to your booth because these shipments arrive to the facility as consolidated shipments and require that Champion Labor sort and scan all pieces before booth delivery may occur.

***Please avoid these common shipping mistakes and save yourself time, money and needless aggravation.***

## **4. On-site:**

- A. Set up your booth on straight time whenever possible.
- B. Consider having the general contractor supervise the setting up of your booth. Please include photos, setup plans and assembly instructions.
- C. Check in early at the Service Desk to reserve labor.
- D. Try not to change or cancel your orders on-site.