

## First-Time Exhibitor

As a first-time exhibitor, we want to make sure your exhibition experience is as successful as possible. Below are frequently used terms and a checklist you can use to help navigate the complicated process of arranging your exhibit space.

### Frequently Used Terms –

- **Exhibitor Console:** The \*Exhibitor Console\* is your starting point for all important information. You can find everything you need to Exhibit here. See below for more information on what is included and how to log in.
- **Exhibitor Services Kit:** The Exhibitor Services Kit has many different names including ESK, Service Kit, Exhibitor Services Manual, ESM or Service Manual. Whenever any of these terms are used it is in reference to your GES Exhibitor Services Kit. The ESK is where you can find rules and regulations, order booth furnishings, accessories, shipping addresses, access important dates and deadlines and much more!
- **Exhibitor Appointed Contractor:** An exhibitor appointed contractor (EAC) is a company other than the event general contractor or official service provider that requires access to a booth during installation and dismantling. The EAC may only provide services in the facility that are not designated by the facility as exclusive to a designated provider, or by the show organizer in a contract as an exclusive service for the general or official service provider or other 3rd party.

### First-Time Exhibitor Checklist -

1. **Utilize the \*Exhibitor Console\*** - Each exhibitor has access to an exhibitor console on the event website. Your console is a personalized tool you can use to access all of the information you will need to plan for the event. The console will be fully active approximately 5 months pre-event and includes:
  - a. A link to your **Edit Booth Info page** where you can update your company profile and information
  - b. **My Account** - where you can make payments towards your booth contract
  - c. **Get Badges!** – Where you can register your booth staff for their event badges
  - d. A link to your **Exhibitor Service Kit (ESK)**
  - e. **Exhibitor Forms** – This section includes the booth approval form as well as other required and optional forms. Be sure to review each form for more information on requirements.
  - f. **Sponsorship Opportunities**
  - g. **OnPeak** – A link to the official housing partner for the event
  - h. Show Specials
  - i. Book a meeting room
  - j. Digital Showcase Entry
  - k. Client Services Contact Information

- l.** Invite a customer – Invite up to 20 customers to receive a free exhibit hall pass
- m.** Manage Press Releases
- n.** Exhibitor Newsletters
- o.** Publicize your Booth Events
- p.** 2021 Exhibitor Appointment

*\*The password for your console as well as a link to the console is listed on the invoice you received for your booth contract. If you have any issues accessing your console contact your [Client Service Specialist](#).*

- 2. Read the Service Kit** - It is important to read the entire Exhibitor Service Kit thoroughly. Below are the documents we recommend starting with.
  - a.** Welcome Letter
  - b.** Critical Dates Checklist
  - c.** Booth and Show Rules and Regulations
  - d.** Exhibitor Tips and Tricks
  - e.** How to Navigate the ESK
  - f.** How to Save Money
- 3. Know the important dates and deadlines** - Set calendar appointments for order discount deadline, booth approval form deadline and registration deadline to ensure you are saving money and have a smooth set up. All dates can be found in the Critical Dates Checklist in your Exhibitor Services Kit and on the homepage of your ESK under the Important Dates and Deadlines section.
- 4. Know who to contact** - We are here to assist you, know who to contact when you need assistance.
  - a. Account Managers:** Contract your space, upgrade or add sponsorships, make contact or account information changes.
  - b. Client Services Specialists:** Questions about set-up, need help accessing your console, have questions about registering your booth staff or any time you are not sure who to ask! Contact the IWCE Operations Team on:  
  
**Email:** [IWCEOperations@informa.com](mailto:IWCEOperations@informa.com)  
**Telephone:** +44 (0)20 7017 5835
  - c. Accounting Services:** Contact your accounting services representative when you have questions on payment or would like to make a payment over the phone
  - d. GES Pre-Show Coordinator:** Contact GES when having trouble placing orders through your ESK, have questions about GES billing and payments or are unsure which forms you need to fill out.

**Call:** (800) 801-7648

**International:** +1 (702) 515-5970 (Mon - Fri 6:00 AM - 5:00 PM PST)

- 5. Train your booth staff** – The best way to maximize your success at any event is to have a fully trained and engaged booth staff. Attendees have expectations when they come to your booth. Below are some tips to get started:
  - a. Be memorable & enthusiastic
  - b. Professional
  - c. Knowledgeable
  - d. Friendly
  - e. Courteous to your "guests"
  - f. SMILE! Have a positive attitude. How often do potential customers make a special trip to see you?
  - g. Carry and use breath freshener spray or small mints (Tic Tacs vs. large, bulky mints). Shy away from spicy or garlicky food and alcoholic beverages
  - h. Avoid chewing gum, eating, and drinking while in your exhibit
  - i. Keep your booth neat & tidy!
  - j. While working the exhibit, don't sit in your booth or lean on the exhibit counters
  - k. Don't spend time talking on your cell phone, with booth neighbors, or to your other booth staff
  - l. Make eye contact; never ignore a prospect, even if you're with another prospect. (Give them a nod and "just a minute" sign). Include them into your conversation
  - m. Greet attendees by name. If you can't pronounce it, ask!
  - n. Shake hands; match the strength of the other person's handshake and only "pump" twice
  
- 6. Put together a trade show survival kit** – Include the kit in your freight or checked bag including:
  - a. Copies of all orders and tracking number
  - b. Small tool kit
  - c. Staples, scissors and tape
  - d. Pens and markers for labels
  - e. First Aid kit
  - f. Bottled Water
  
- 7. Plan for move out** – Move out is often one of these most confusing and overlooked parts of trade show management. Each facility, contractor, and show comes with their own unique move out challenges. Here are a few notes to get you started:
  - a. Pre-arrange your outbound shipping with a carrier who is familiar with tradeshow.
  - b. Plan Ahead! Contact your Client Services Specialist 6-8 weeks PRIOR to the event to discuss the move out process if you have any questions.
  - c. After emptying crates, place empty labels on all sides of your crates and cases. Remember to remove old empty labels. Additionally, the empty labels are sometimes color coded, so make sure you get the correct color and be sure your booth number is on each label. This will ensure no crates are lost or separated and will speed up move-out. Don't forget to label your pallets if

you need them back for return shipping. If they are not labeled they will not be returned to your booth.

- d. Large shows take time for the crates, pallets and empty boxes to be returned to the booths for load-out packing. It can take 6 hours or more for empty crates to be returned to the booth, please plan your departing flights appropriately. Loose cartons and fiber cases will be returned first so you can start packing. Wooden crates and skids will be next. Material return is random, and holding your empty crates during set up will not get your crates back to you any earlier. If you hold your empties, the Floor Manager will warn you at first and then have your empties removed.

*Be sure to read through the Move-Out information located in your Exhibitor Service Kit for more tips on move out.*

## **8. Additional Tips:**

- a. Keep the total square footage of your booth space in mind when you order decorating items. Do not order more than will comfortably fit in your booth and allow you to do business.
- b. If you have multiple locations, please complete a new and separate order for each location (booth, meeting room, etc.).
- c. Take a company credit card to pay all balances due on show site and for deposits on rental equipment.
- d. Work Zone - You should know that the show site and surrounding areas are active work zones. You need to be careful, and agents and representatives are present at their own risk.

