

The Exhibitor Service Kit Reference Guide

So, your company has entrusted you with the job of coordinating an exhibition. While it may seem like a daunting task, this document will help you navigate and explain what is in the Exhibitor Services Kit (ESK), help you with move in and move out procedures, and give you the framework for putting together a successful show.

How to Navigate the Exhibitor Services Kit

The Exhibitor Services Kit, also known as Exhibitor Services Manual, ESK or ESM, is your guide to ordering items for your booth, shipping your materials to the show, and viewing rules and regulations. Here is a section by section summary of how to navigate the ESK.

ESK Homepage

The ESK homepage includes information on booth inclusions, quick links to important and frequently used items, important dates and deadlines as well as the links to order forms for all of our official vendors.

Show Information

The show information tab is the starting point for all basic show specific information. Be sure to read through the Welcome Letter and Critical Dates Checklist in this section as a starting point to planning.

- The Critical Dates Checklist is a one stop shop for all the discount deadlines in a handy organized page.
- Need to register for badges or secure a hotel room? Links are in this tab too!

Regulations and Guidelines

The regulations and guideline tab includes all show polices, venue regulations, and safety information. It is critical to read this section in its entirety prior to planning your Exhibit to ensure a successful experience.

- Show Regulations and Guidelines include general rules and regulations of the entire exhibition. You can find regulations on animals, age restrictions, rules about booth activities and events, sound level rules, photography/videography rules, and much more.
- The Booth Regulations and Guidelines will tell you what you can and cannot do when building and designing your booth structure and layout. If you want to know how high your booth structure can go, how tall your sign can be, whether or not you are allowed to have a hanging sign, etc.
- Fire Rules and Regulations are different for each facility. It is important to know regulations concerning usage of items such as open flames, cooking devices, hazardous materials, and compresses gasses as well as flame retardant requirements for your booth materials. You will need to follow both show fire regulations and facility regulations. You will find them under the Regulations and Guidelines tab under the Convention Center Rules and Regulations and the Fire Regulations.
- Union Rules also must be observed concerning moving your booth materials in yourself, when you are required to hire labor for installation and dismantling your booth, and when electrical or forklift labor are required.

Booth Furnishings and Accessories

- Most shows require some sort of floor covering. Be sure to check to ESK Homepage for the requirements for your show. If flooring is required you can provide your own or rent carpet from

GES through the Exhibitor Services Kit. You can order carpet, tables and chairs, as well as other accessories (such as wastebaskets and shelving) under the Booth Furnishings and Accessories tab.

- Booth packages can save you time and money by combining items for a reduced rate.
- Graphics and signage can be ordered as well as shell schemes and hard wall booths.

Move-In/Move-Out and Target Floorplan OR Move-In & Move-Out Information

This section contains move in and move out information that is critical for a successful show site Experience

- Shipments received off target will be assessed an off-target fee that is a percentage of your total material handling charge for the shipment.
- Be sure to read both the move-in and move-out information documents while planning your shipping to and from show site. These documents contain information that can save time and money during the planning process.

Shipping, Drayage, Material Handling and Access Storage

Use this section to place orders for material handling, print shipping labels and view general information about material handling.

- Be sure to fill out the Freight Service Questionnaire if you are planning to ship any freight to the event. This form lets GES know what materials to expect and will allow them to better assist you with your shipping needs.
- Pre-print your address labels using the “print address labels” tab to ensure all of your freight is shipped to the correct booth space.
- Get a shipping quote. Shipping through GES can save you time and money.
- For more information on shipping, drayage and material handling read through the “When can I move in?” and How to have a successful show move out” sections at the bottom of this page.
- Create a pre-printed outbound bill of lading to speed up the move-out process by selecting the “Pre-Printed Bill of Lading (BoL) and outbound labels request form. Be sure to also review the “Sample Outbound Bill of Lading” for tips on how to fill out the form.

Hand Carry/Cartload and Privately Owned Vehicle Service

This section contains information on how to move-in your material if you plan on bringing them in yourself with your personal vehicle. It describes the differences between hand carry and cartload services and instructions of where/how to unload.

- Information on when and where to unload your material at the show site, including maps if applicable.
- Cartload Service order forms
- Instructions on how the Hand Carry/Cartload/Privately Owned Vehicle process works.

Labor/Equipment, Hanging Sign and Rigging

Using this tab you can place orders for hanging signs and Aerial rigging, order union labor and equipment, submit your layout for sign placement and access a link to your Booth Approval Form.

- All hanging signs must be approved by show management. GES will not hang any signs that have not been approved. Be sure to fill out the booth approval form located in your exhibitor console prior to placing your orders.
- Exhibitors with a Peninsula or Island booth can order your electric chain hoists, truss, and the labor to install the sign.

- Be sure to review booth rules and regulations before ordering a hanging signs, as not all exhibit space types are allowed to have them.
- When preparing for the event you may discover the need to hire union labor for the installation and dismantling of your booth. Pricing and options for hiring labor can be found here.

Cleaning, Vacuuming and Porter Service

- Vacuuming, carpet cleaning, floor waxing, and porter service (trash removal and wiping down of counters throughout the day) – If you are sampling something in your booth, we highly recommend porter service! Keep in mind that waste baskets will NOT be emptied throughout the day without ordering porter service.

Utilities

This section includes order forms for utilities such as electrical, telecommunications, and plumbing.

- Do you have something to plug in, such as a computer, lead retrieval unit, cell phone, lights for your display, a machine, or a showcase? All of these items would require an electrical order. Even if an outlet is placed behind your booth onsite, you must place an order to plug into it. To figure out how much power to order, you can add up the total “Amps” on the tags of each item, or if you give the designated electrical provider a call, they can help you with figuring out how much power will be needed for the standard items you plan on plugging in.
- You only need **electrical labor** if you need the power drop NOT at the back of your inline or peninsula booth, if you have an island, or if you need the power distributed under the carpet of your booth. Please note that any cords and supplies used during Labor will be added to your bill based on usage.
- Plumbing, Air, Water, and Gas can also be ordered under the Utilities tab. if you have equipment that needs these items, you will need to place an order. For safety and liability, the specified contractor must handle these services.

Additional Official Vendor Order Forms

This section includes all other vendors outside of the general contractor.

- A lead retrieval unit/badge scanner allows you to capture leads generated at the show electronically as opposed to gathering business cards by hand and risk misplacing them.
- Security for your booth – This is personalized in booth security above and beyond the perimeter security provided for the show as a whole.
- Floral arrangements – Need a tree or a fern to spice up your display, check this vendor out! Be sure all arrangements abide by booth height regulations.
- Liability Insurance is required for all exhibitors. You may use your own carrier or our recommended vendor
- Temporary booth staff can assist by working your booth during show floor hours. (Keep in mind Exhibitor badges will be required for these staff as well)

Exhibitor Appointed Contractors (EACs) and Third Parties

If you are hiring another company outside of the ones that we have included in the Exhibitor Services Kit that requires access to a booth during installation and dismantling, you will need to complete the information within this section.

- There are 2 steps to this process: The exhibiting company needs to fill out the Intent to Hire an EAC. Then the company you have hired (the EAC) will need to submit a valid certificate of insurance and the Rules and Regulations Agreement to the general contractor.

