



Show Information

FREQUENTLY ASKED QUESTIONS & TIME AND MONEY SAVING TIPS

Q: Will my exhibitor badges be mailed to me?

A: No, badges are not mailed in advance. Instead, your confirmation email will have a QR Code on it. In addition, you will receive a reminder email the weekend before the show, with your QR Code once again. Onsite, scan your Smartphone or the printed confirmation letter with the QR Code at our Mobile Check-In desks. If you do not have your QR Code with you, you can enter your name or email into our registration system onsite, and have your badge printed as well. To obtain your badge, **YOU MUST PRESENT YOUR PHOTO ID** (driver's license or Exhibiting company issued ID card).

Q: When do exhibitors have access to the exhibit floor?

A: Exhibitors with the appropriate exhibitor badge will be allowed access to the exhibit hall starting at 1:00pm on Monday, October 24th. Since registration will not be open at this time, please see security at the entrance to the Exhibit Hall for temporary work passes that are good during move-in only. Since not all of your company's staff and attendees will have appropriate badges for early access to the exhibit floor, **please do not schedule staff meetings or press conference on the exhibits floor before it opens.** On the show days, everyone (including exhibitors) must clear the exhibit floor within 15 minutes after the posted closing time. **Do not schedule meetings in your booth after the exhibit floor closes.**

Q: If I am having difficulties with the rules, a contractor, or union labor, whom should I contact?

A: Prior to arriving on-site, you may contact Joey Cruz, Operations Manager at: (310) 445-4206. On-site, Event Management will be accessible at all times. If you do not find someone in your immediate area, you may find us in the registration area. Please feel free to contact us at anytime.

Q: What do I need to do if I want to hang a banner above my exhibit space?

A: **Approval for hanging signs will be considered for peninsula booths or island booths (20' X 20' space or larger) only,** provided the sign is not objectionable in content and there are no physical constraints at the facility. GES is responsible for the supervision, assembly, installation & removal of all hanging signs. The Hanging Sign Request Form can be found in the **Labor, Equipment & Storage** section of this manual.

Q: What can I carry myself? Can I use a dolly or hand truck?

A: All freight and material handling must enter and exit the facility through the approved loading areas. Exhibitors will be allowed to hand carry one item, one time, in or out of the facility without having to access the approved loading areas. No parking of private vehicles is allowed at the loading dock entrance. The use of passenger elevators for movement of freight is not allowed. All packages are subject to inspection. Hand carried freight is defined as one item that can be easily carried by an individual exhibitor, without the need for dollies or other mechanized equipment.



Q: Can I set up my booth by myself?

A: Exhibitors are allowed to set up and/or dismantle their own booths, provided that they use their own bonafide company employees. Exhibitors who wish to employ display houses or exhibit manufacturers to supervise the installation or dismantling of their booth may do so – though you will need to submit the required notification/authorization forms provided in the **Exhibitor Appointed Contractors (EAC's) & Third Parties** section. Workers of this type cannot physically erect the booth, unless they are members of the appropriate Union Local. Please make sure to submit the required notification/authorization forms provided in the **Exhibitor Appointed Contractors (EAC's) & Third Parties** section

Q: How can I save money and avoid "surprise" labor charges?

A: Use GES: As the general service contractor, GES is in a position to offer services that no other exhibitor appointed contractor can. GES will not charge "waiting time" when shipments are delayed. When you use GES labor, you only pay for the hours that are actually worked- starting when your freight is delivered and ready for set-up. There is a misconception that outside labor contractors use superior personnel to work on your exhibit. The reality is that all labor contractors must hire from the same labor pool.

A: If you use an outside contractor: Do not schedule your labor too early- you will be charged, even if your freight is not yet in the booth. For example, if you have an approximate unloading time of 10am-1pm, schedule your labor to begin at 1 pm.

Q: What is Lead Retrieval?

A: Lead retrieval allows exhibitors to capture information about each attendee that visits their booth and qualify leads in real-time. Attendees' demographic information is stored on their badge, and stored by lead retrieval machines rented by exhibitors. A variety of lead retrieval units are provided by ITN International, the official lead retrieval vendor. The lead retrieval order form can be found in the **Additional Show Services** section.

HOTELS

Each year, UBM works with local hotels to offer attendees and exhibitors the best rates possible. To help make coordinating your trip easy, you have the option to book individual or group reservations.

A complete list of hotels is located on the ARM® TechCon website. Please call the hotel directly to book your room, and mention that you are part of ARM® TechCon.

DRAYAGE/MATERIAL HANDLING

Q: What is Drayage/Material Handling?

A: Drayage and Material Handling are one in the same. It involves the unloading of your exhibit materials, delivery to your booth, handling of empty containers to and from storage, and removal of your materials from your booth for reloading onto your outbound carrier. This is not to be confused with the cost to transport your exhibit material to and from the event. For more information see the **Shipping, Drayage & Material Handling** section.



The unloading of trucks/trailers/vans must be done by union personnel. **The only exception is when the material can be hand-carried by one person in one trip, without the use of dollies, hand trucks, or other mechanical equipment.**

You will save money on drayage if you ship through GES Logistics. For more information see the **Shipping, Drayage & Material Handling** section.

SHIPPING

There are 2 ways to get your freight to the event:

1. **Ship in Advance to the GES Warehouse**

This is the preferred way of shipping your materials! Make sure to send the freight to arrive at the warehouse between September 20th – October 19, 2016. GES will then deliver your shipment to the Santa Clara Convention Center on the scheduled move-in days.

2. **Ship Directly Onsite**

Deliveries will be accepted starting on **Monday, October 24th**. If you ship directly to the Santa Clara Convention Center before **Monday, October 24th**, your shipment will be returned to sender.

We will **NOT** be using a Marshaling Yard to accept deliveries this year. All direct shipments should be shipped to the Santa Clara Convention Center at 5001 Great America Parkway, Santa Clara, CA 95054.

Here's a summary of how it works:

All carriers and vehicles must check in at the Convention Center along with a certified weight certificate and Bill of Lading.

At the Convention Center drivers are dispatched to the appropriate dock as space is available. **Waiting time at the Convention Center Check-in should be anticipated by your carrier!**

For more detailed information, please see the **Shipping, Drayage & Material Handling** section of the manual. If you have any question regarding your inbound freight arrangements, please contact GES at (702) 515-5970.

Q: How can I save money and avoid "surprise" charges on freight?

A: Ship to the advanced warehouse: By shipping in advance to the warehouse, you avoid misplaced packages/pallets/crates and will ensure your freight arrives to the show on time. Make sure to send the freight to arrive at the warehouse before the deadline date.

A: Pack your freight correctly: If your freight requires special handling, you will incur extra fees. In order to avoid these, make sure that your freight is crated, and does not require special unloading (ground unloading, side door unloading, constricted space unloading). Freight should not be stacked, nor should it be mixed on the truck (various exhibitors' freight mixed together). Multiple shipments/delivery areas will incur additional charges, as well.