

GES® New Exhibitor Handbook

BEFORE THE SHOW

What is a General Service Contractor?

GES® has been selected as the official services contractor for MUFSO 2013 Supershow. We will provide the labor, equipment and services to exhibition managers and exhibitors required to produce the event. Because of the many things that we are responsible for at the show, we are familiar with show management. If at any time during the planning process you are unsure where to turn, just ask us—we're at your service.

GES® Exhibitor Services

Our Exhibitor Services organization is the group responsible for answering exhibitor questions, processing your orders and handling any special requests. They are the conduits between production, exhibitors and show management. Regardless of your issue, you can contact them for advice and information about the show—if they don't know the answer, they'll find it!

GES NATIONAL SERVICENTERSM

7000 Lindell Rd.
Las Vegas , NV , 89228-4702
Phone: 800.475.2098
Fax: 866.329.1437
International Phone: 702.515.5970 / Fax: 702.263.1520
www.ges.com/chat

Expresso, GES's online ordering

Expresso makes ordering GES products and services fast, simple and secure.

The link below will take you to Expresso.

<https://ordering.ges.com/042600042>

Additionally, Expresso allows you to review show-specific product literature, download third party vendor forms, access show and order information 24/7. For online ordering help call 800.475.2098.

Getting Started

Once you've determined your goals and objectives for the show, you should decide what type of exhibit you want to use. You can go with the standard pipe and drape that is provided. Exhibit space is just that—space. One of your most important show decisions is how you utilize this valuable real estate.

Selecting your exhibit

Once you've reviewed the basic information online, it's time to figure out how you want to represent yourself at the show. Regardless of your budget, graphics can play a big part in how you and your company are perceived on the show floor. They can upgrade a basic booth and provide a very impressive image. You may want a few demonstration areas, a private meeting room or even a second level to maximize your space. Here are some key factors to keep in mind:

GES® New Exhibitor Handbook

- Booth size
- Budget
- Type of Merchandise
- Meeting space
- Graphic requirements
- Electrical requirements
- Furniture needs
- Carpet needs

We have developed a design worksheet with most of the common needs of exhibiting companies. We offer free design consultations, so why not let our designers turn your dream into a reality?

GES has been building exhibits for over sixty years. You can buy or rent a booth through GES anywhere in the world. If you are planning to exhibit less than three times this year, you should probably consider renting an exhibit instead of buying one. One of the biggest advantages to renting an exhibit is that there is no need to separately budget for expenses such as shipping, drayage, carpet, I&D labor, storage or refurbishment. Renting can return up to 30% of your booth budget otherwise needed for booth maintenance and shipping! It also simplifies your life as an exhibitor—just ship your product and/or brochures and you're done. We can even arrange your shipping for you through GES Logistics for a complete turnkey package!

GES also rents several pre-designed exhibit packages that are economically priced and provide most of the services you will need all in one price. Also check out www.ges.com/exhibitsselect --a new exhibit rental program from GES that makes it easier than ever to complete your order! Or contact us at exhibitdesign@ges.com.

Another key advantage to using GES is that we already are aware of the information about your show. On-site changes can be very costly if rules and regulations are not followed. The basic rules and regulations for constructing your exhibit depend on your booth location and configuration.

I&D Labor - <https://ordering.ges.com/042600042/laborAndEquipment>

If you already own an exhibit, or plan to purchase one, you will need to arrange for installation and dismantling of the booth properties. Labor Union regulations vary from state to state, but here are some general guidelines:

Union Information

To assist you in planning your participation in your Dallas area show, we are certain you will appreciate knowing in advance that union labor will be required for certain aspects of your exhibit handling.

Display & Exhibit Work—Installation, Dismantling and Decorating

Full time employees of an exhibiting firm may install and dismantle their own respective company display. If full time employees are used to do the work, they should have positive company identification from an exhibiting firm.

Freight Handling Jurisdiction

It is Global Experience Specialists, Inc. (GES) responsibility to manage docks and schedule vehicles for the smooth and efficient move-in and move-out of the exhibition. GES will not be responsible, however, for any materials they do not handle.

GES® New Exhibitor Handbook

Exhibitors may hand carry material that one person can carry in one trip to their booth, provided they do not use any sort of material handling equipment.

Cartload service is available to exhibitors who bring their materials to show site in a Privately Owned Vehicle, POV. This service is available for a maximum of 200 lbs that can be transported in one trip to and from your booth. A POV is a privately owned vehicle such as a car, SUV, mini-van or pick-up truck.

In General

Exhibitors are allowed to install and dismantle their own booths and do the technical work on their machines such as fine-line balancing, programming and cleaning. If you opt to order labor from GES and have any sort of a challenge, exhibitors are asked to refrain from voicing labor complaints directly to craft personnel. Any questions regarding contract labor should be directed to the Exhibit Manager or Global Experience Specialists, Inc.

The person in charge of your exhibit should carefully inspect and sign all work order forms. If there are any questions about billing, bring the questions to the exhibit services contractor and discuss it with the person in charge of your exhibit.

Gratuities

Our work rules prohibit the SOLICITATION or ACCEPTANCE of tips in cash, product or gifts in kind by any employee. Our employees are paid appropriate wages denoting professional status; therefore, tipping of any kind is not allowed.

Work Zone

Customer acknowledges that the show site and surrounding areas are active work zones. Customer, its agents, employees and representatives are present at their own risk.

Always Honest Hotline

GES requires the highest standards of integrity from all employees. Please call our confidential Always Honest hotline at 866.225.8230 to report fraudulent or unethical behavior.

It is important to check with the **GES National ServicerSM** in advance to confirm whether or not you should order labor. It's a good idea to place your labor order before the show. If you wait until you are at show site, you may face waiting until a crew is released from another job. The rates are also more expensive.

If you do need to hire labor, GES I&D services provides trained installation specialists to install, maintain and dismantle your exhibit. We are able to supply laborers on an hourly basis—usually with only a one-hour minimum (some other contractors can require anywhere from four to eight hour minimums). We also utilize

GES® New Exhibitor Handbook

on-site materials, which minimize wait time for last minute orders and requirements. You may place your order on Espresso. If you need more information, simply send an email to exhibitdesign@ges.com.

GES I&D can also handle the complete coordination of all an exhibitor's needs. These services may include:

- Shipping & delivery of exhibit
- Finding specialty vendors
- Ordering of electrical and phones
- Ordering of furniture
- Evaluation of labor needs
- Supervision of labor
- Coordination of outbound shipping
- Storage & refurbishment

Understanding Your Options

The providers included in Espresso are all known as Official Contractors. They are easy to work with since they will typically have a service area set up at the show, have more resources at the show and already have insurance information on file with the organizer.

Any service providers other than the Official Contractors are referred to as Exhibitor Appointed Contractors or EAC's. If you wish to use an outside contractor you must complete an EAC form and provide their insurance information, and sometimes actual workers' names to show management and GES. This information is usually required to be submitted no later than thirty days before the first move-in day.

Furniture Rental

<https://ordering.ges.com/042600042/chairs>
<https://ordering.ges.com/042600042/tables>
<https://ordering.ges.com/042600042/accessories>
<https://ordering.ges.com/042600042/packages>

GES offers a wide variety of standard and specialty furniture on a rental basis. All items are automatically delivered to your booth (usually the day before the show opens) and picked up after the show. Please review your exhibitor service kit for specific descriptions and please ask if you don't see what you're looking for. We may be able to find it for you!

Carpet Rental - <https://ordering.ges.com/042600042/carpet>

The exhibit hall is carpeted in a multi-colored pattern. Should you want a solid color carpet to compliment your display, please access Espresso to place your order for carpet.

Booth Cleaning - <https://ordering.ges.com/042600042/cleaning>

If you require vacuuming for your booth space that order can be placed on Espresso. It is recommended vacuuming prior to the show opening is ordered.

If you plan to have food and/or beverages in your booth, it is a good idea to use the porter service. Empty cups and candy wrappers can pile up quickly. Places to get rid of them are not typically nearby.

GES® New Exhibitor Handbook

Drayage/Material Handling

Once your shipment(s) arrive at show site, our personnel will deliver them to your booth using our equipment. Individual exhibitors may hand-carry their own items from their own vehicle, into the hall, bringing in what they can carry in one trip; however, they may not use any type of equipment (i.e. handcarts, four-wheel dollies, push carts) due to Union Labor regulations. GES is responsible for:

- Storage of exhibitor materials during the show on an access basis
- Storage of empty crates and containers during the show
- Return of empty crates and containers at the close of the show
- Loading of outbound crates and containers at the close of the show on a carrier chosen by the exhibitor using a GES material handling form, completed by the exhibitor.

Because of the handling labor and equipment required to provide these services, all exhibitors are charged a fee per 100 pounds of freight received through the dock(s)—commonly referred to as drayage. Some of the common mistakes that can result in higher drayage charges include:

- *Multiple small shipments arriving separately*—there is usually a 200-300 pound minimum per shipment over 50 lbs
- *Missing your target date*—if there is no way to avoid missing your target date, contact GES to see if you can change it
- *Trucks arriving too late*—GES uses a 2:00pm check-in time as the cut-off for overtime rates (25-35% more than straight time)

You have the option of shipping to either an advance warehouse or directly to show site. While the advance warehouse rates are slightly higher than those for direct shipments, there are several distinct advantages:

- Free storage for up to 30 days prior to the show,
- Priority delivery to show site (it is often delivered with GES equipment),
- Ease of verifying receipt at warehouse far before the show moves in.

In order to use the advance warehouse, your shipment(s) must arrive by September 25, to avoid late to warehouse fees.

Shipments arriving at the show site must check into the Marshaling Yard.

At some shows, GES weighs each shipment as it arrives and compares the results to the bill of lading. A certified weight ticket is attached to the receiving paperwork for any shipments that are adjusted.

All exhibit materials (both advance and direct freight) are weighed to determine the material handling charges.

Onsite Accessible Storage - <https://ordering.ges.com/042600042/storage>

If you will need storage of materials during the show, please access Expresso for the order form to place the order. We can store product that will not comfortably fit in your booth.

Exhibitors are not permitted direct access to the storage area. A work order must be placed each time material is moved to or from storage. The work orders must be signed by an exhibitor representative each time a delivery is made.

Refrigerated and frozen items should only be shipped direct to the venue for arrival between Monday, September 23, and Friday, September 27. These materials will be stored by the venue.

GES® New Exhibitor Handbook

Electrical Service - <https://ordering.ges.com/042600042/147342>

If you require power in your booth, this service is provided by the venue. The order form may be downloaded on Expresso.

Terms and Conditions

As stated in your exhibitor service kit and on all order forms for services, GES and its sub-contractors limit their liability for damage based on various criteria. Be sure to read **GES' Terms and Conditions of Contract** thoroughly to avoid any potential misunderstandings of the risk undertaken by the parties. **We strongly encourage you to insure your property from the time it leaves your place of business until it is returned after the show.** You should check with your company's insurance broker for insurance available to you.

Pre-show Checklist

Many service providers require that you submit an order by a particular date to qualify for an advance rate. GES typically sets this date for two weeks prior to the first move-in day, but some vendors can require up to 30 days notice. We have provided a sample checklist with the most common services.

EXHIBITOR DEADLINE CHECKLIST

Early bird lead retrieval discount from CSI	July 31, 2013
Advance freight may begin arriving at GES warehouse	Aug 27, 2013
Lead retrieval from CSI	Aug 30, 2013
Advance order deadline for all GES Services	Sept 6, 2013
Order carpet, furniture, graphics, cleaning	Sept 6, 2013
Hotel order forms are due to the Hyatt	Sept 10, 2013
Order internet from PSAV	Sept 13, 2013
Order AV and computers from PSAV	Sept 13, 2013
Order electric from Hyatt	Sept 13, 2013
Order telephone from Hyatt	Sept 13, 2013
First day for direct refrigerated and frozen deliveries	Sept 23, 2013
Last day for advance shipments at warehouse	Sept 25, 2013
Dry freight deliveries	Sept 29-30, 2013
Review invoices with all service contractors	Sept 30, 2013

Show Site Preparation Checklist

Some items like collateral and business cards are obvious to bring with you to the show. However, there are several important things that are indispensable when confirming your services at show site. We have provided a sample list—be sure to bring these items along with you to help avoid problems at the show.

We've also provided an area for key contacts to be written in. Sometimes having this information on-hand can make issues much easier to resolve!

GES® New Exhibitor Handbook

Item	✓
Copies of all Show Order Forms:	
Exhibit rental	
Installation & Dismantling Labor	
Furniture rental	
Carpet rental	
Graphics	
Phone / Internet Line	
Electrical Services (with diagram)	
Booth Cleaning	
Personal Computer Rental	
Floral / Plants	
Lead Retrieval	
Audio Visual	
Hanging Sign	
Food and Beverage	
Photography	
Shipping carrier contact name & number	
Shipment tracking numbers	
Copies of key information from Exhibitor Kit	
Corporate Credit Card for show site incidentals	

Key Contact Information

Company	Name	Mobile
GES® Exhibitor Services		
GES® Exhibit & Design AE		
Logistics Contact		
Show Management		
Facility Management		
Freight Carrier		
Photographer		

AT THE SHOW

Once You Arrive

Once you arrive to show site and determine your booth location, familiarize yourself with both the show office and **GES Servicenter**SM. These two places are your key support centers while you're at the show. And while you're on your way to the **GES Servicenter**, check on the progress of the services you've ordered. Let someone know if anything needs to be done. And, do it as soon as possible. If you're not sure who to talk to, just ask at the **GES Servicenter**. They can either answer your question directly or let you know where you need to go.

Where do my crates go?

After your exhibit is setup and your products displayed, you must place empty stickers on your empty containers for storage during the show. Empty crews will start clearing the floor of all tagged material to clear room for other freight. Simply write your booth number, company and show name on the sticker and place the container in the aisle. It will be stored throughout the exposition and returned to your booth upon show close.

Please label your empty containers as soon as possible to keep your area clear and make it easier to prepare your booth.

There are many exhibitors that have items that need to be accessed during the show, such as literature and promotional giveaways. GES can also store these items and deliver them as needed. If you would like to use this service, complete the **Skid Accessible Storage order form** in advance or let exhibitor services or the **GES Servicenter** know during set up. They will provide you with the proper paperwork and identification stickers to get the process going.

Show Invoice

You will often find information in your booth when you arrive each morning—don't ignore it! It usually contains deadline or invoicing information that you will need to address. Your show invoices should be delivered to your booth by the day before the show closes. Take some time to review your invoices prior to show closing since disputes or questions are usually easier to resolve at show site when the people involved are still there. Also, it is general policy not to issue credits once a show has closed - so bring up important issues with your vendors as soon as possible.

Move-out

You should also confirm the move-out procedure and instructions in advance to avoid any possible confusion. When scheduling your labor, be sure to leave enough time for empty containers to return from storage.

It is also important to confirm your outbound shipping arrangements with your carrier. If your designated carrier does not show up to pick up your shipment(s), GES has the right to "force" the freight onto another carrier. This means that we will give the shipment to another carrier that is already on-site. Occasionally, we

GES® New Exhibitor Handbook

must take freight back to our warehouse for disposition when we have no way to ship it from show site. As you can probably imagine, these complications can end up costing a lot of time and money.

GES Logistics is available to ship your items back to your office or to the next show and provides several distinct advantages:

- On-site representation at GES Servicenter
- GES Logistics handles all driver check-in procedures
- GES guarantees not to force your freight to another carrier

AFTER THE SHOW

Prepare for Next Time

What you've learned through this show experience will be valuable throughout your exhibiting future. Keep copies of all your order forms and invoices. Make time within the first month after the event to compare your costs with your benefits. Track the results of sales leads obtained at the show and make sure they are being contacted. Believe it or not, this is a common mistake made by even the largest and most experienced exhibitors.

Make Notes

Don't let this first learning experience go by without jotting down some notes of what worked and what didn't. The next show may be handled by someone else or may be too far in the future to remember all the details when the time comes. You may want to write down the names of people that were especially helpful so that you can call on them again if you need them.

THANK YOU!

Thank you for exhibiting at MUFSSO 2013 Supershow. Our goal is to make your exhibiting experience as easy as possible. If you have any questions or challenges, before, during, or after the show, please contact a GES Representative as soon as possible. We want to help.