

FIRST TIME EXHIBITOR TIPS AND TRICKS

As a first-time exhibitor, HFTP wants to make sure your exhibiting experience is as successful as possible. Below are some frequently asked questions and answers to help you navigate through the complicated process of arranging your company's exhibit space.

- 1. Familiarize Yourself with the Floor Plan.** Review the [HITEC Indianapolis floor plan](#) and mark your booth location prior to arriving on-site. The floor plan changes as the hall continues to sell-out. Be sure to know the square footage of your company's booth and booth number. Plan accordingly when beginning to plan your booth layout.
- 2. Complete your Company Profile Early.** Login to the Exhibitor Console and update your **Booth Info** to have a complete company profile early. The more complete your profile is, the more attention you will get from attendees. Explore Enhanced Listing and Digital Promotion Opportunities to bolster your profile and drive even more traffic to your booth!
- 3. Complete your Required Exhibitor Forms.** Login to the Exhibitor Console and click on the **Required Forms** tile in the HUB to view all required forms for exhibiting companies. Some forms are only required for island booths or companies using special contractors. Check the list on the Forms tile to ensure you complete the correct forms!
- 4. Read the Booth Display Guidelines, Rules & Regulations.** All exhibitors agreed to adhere by the Display Guidelines and Rules & Regulations when submitting their booth rentals. Any exhibitor who is found in violation of these guidelines will face a penalty. To ensure a safe, successful, and fair show, it is imperative that all exhibitors review and become familiar with these guidelines prior to designing their booth, and certainly prior to arriving on-site. Access this resource in your [Exhibitor Console](#)
- 5. Know the deadlines.** Knowing the show's deadline date information will ensure that your company will receive cost saving benefits by getting your forms in on-time and will help you stay within budget. HFTP offers an exhibitor checklist and timeline that provides guidelines on when information is due.
- 6. Read the Exhibitor Service Kit thoroughly.** This will help familiarize yourself with the show, vendors used, forms required by Show Management and deadline dates. The Exhibitor Service Kit is the place to order any additional booth furnishings and auxiliary services for your company's booth. Many of the vendors are exclusive to the venue and you will be required to use their services for certain services. This resource is produced by GES, the official show contractor, and will be available to all exhibitors in December/January.
- 7. Know the move-in and move-out schedule.** It is imperative that you know when you can access the floor for set-up, move in freight and when move-out must be complete. Knowing the schedule can help your company plan for any additional labor and freight costs (see tip #8). Make sure to schedule inbound and outbound freight early! The full exhibits schedule is found on the Exhibitor Kit.

8. **Protect Your Booth.** All exhibitors **are required** to obtain and present proof of liability insurance for their booth during the HITEC show. Exhibiting companies who do not have liability insurance or whose current insurance does not meet the insurance requirements as written in the Terms and Conditions, may elect to purchase compliant coverage for the show through RainProtection Insurance for around \$100 USD. The link to purchase Liability insurance is provided in the GES Espresso site under Order Services
9. **Material handling.** Material handling is the term used when handling your materials (freight). There is a charge for all freight being delivered and picked up from your booth based on CWT (weight per 100 lbs. in the United States). These rates may vary depending on advance warehouse or shipments delivered directly to show-site. Be sure to review material handling costs in detail and plan your budget accordingly.
10. **Marketing the show to your customers.** Be aware of any free promotional tools that come with the booth package offered by Show Management to increase your company's booth traffic and lets customers know where to find you. Take advantage of any marketing and sponsorship opportunities to help your company stand out from its competitors. Exhibitors are encouraged to consider the Enhanced Listing opportunity which boosts their online booth profile viewed by thousands of attendees when planning their route at the show.
11. **Review the Convention Center Layout.** Familiarize yourself with key locations in the Convention Center such as registration, the entrance to the exhibit hall, your booth location in the Hall, the Exhibitor Service Center, and the location of the education rooms.
12. **Move-in.** HFTP wants your move-in experience at HITEC to be simple. Review the guidelines below to help make this a smooth process for your company.
 - Know the schedule of HITEC and when you are allowed on the show floor. Know what credentials are required during move-in and when your badge will be required.
 - When making shipping arrangements, be sure to review the Material Handling charges in the Exhibitor Service Site. Know when and if you want to send your freight to the advance warehouse or would prefer to send directly to show-site. *Different rates and dates apply so be sure to review carefully.*
 - Be sure to have all the paperwork from your carrier in case of any delays or challenges in receiving the freight to your booth.
 - Once the freight arrives to your company's booth and you have emptied the crates, put empty stickers on crates for the ease of return to your company's booth. Empty stickers can be found at the GES Service Desk.
 - Empties are usually picked up the last day of move-in towards the end of the day to begin clearing the aisles for aisle carpet.
 - Any person on the expo floor during move in when forklifts or other lifts are being operated are required to wear a safety/hi visibility vest and steel toe shoes or toe caps. This is a requirement of the facility.
13. **Book Private Appointments Prior to the Show.** During your pre-show marketing, make sure to invite potential clients to visit your booth for Private Appointments which take place on Wednesday and Thursday mornings of the show from 8:00 a.m. – 10:00 a.m. This is a critical time in which exhibitors can host VIP clientele or provide demonstrations to new prospects without the distraction of the regular show traffic.
14. **Have a Great Show!** The success of your experience at HITEC is dependent on how you and your teammates engage and interact with attendees on the show floor. Exhibits with booth staff who are well-dressed, friendly, and outgoing are more likely to attract new visitors to their booth and capture more leads.

15. **Move out.** One of the most confusing times for new exhibitors is move-out, which can be avoided with proper planning. Each show and venue is different and can come with its own unique set of challenges.
- Plan ahead! Contact GES at least 6 to 8 weeks in advance to discuss the move-out process.
 - Pre-arrange outbound shipping with the GES or a carrier that is familiar with tradeshow.
 - Due the size of HITEC, it may take 2 to 3 hours for your company to receive its empties from storage, so be prepared for the wait time and plan accordingly.
 - Label crates accordingly and have BOL (bill of lading). A BOL is a document that is used by you and your carrier to identify the freight, where it is going and how much it weighs.
16. **Additional Tips.**
- Work Zones. Be aware that show-site and surrounding areas are active work zones. Always be careful and pay attention to what is around you.
 - No freight aisles. There are specific aisles that are identified as no freight, meaning no freight can be in these aisles during move-in. Identify where these are in case you need them to maneuver around the floor during move-in.
 - Train your company's booth staff. Know the show hours and dress code of the show. Working a tradeshow is exhausting but fun! Plan breaks accordingly, keep hydrated and wear comfortable shoes!
 - Put together a 'tradeshow survival kit'. Include office supplies, small tool kit, first aid supplies, etc. Bottled water must be purchased from CCC Catering during the show.
 - Forget something for your Booth? As a courtesy to all exhibitors, HFTP will provide an Exhibitor Concierge Desk providing complimentary supplies during exhibitor set-up. All items can be borrowed with no charge but **must be returned prior to show opening.**
17. **Know who to contact.** Key contacts are listed below, and you can also consult your Exhibitor Service Kit Directory of Services. HFTP is here to assist and help make your exhibiting experience at HITEC as seamless and successful as possible!

Show Management (HFTP/HITEC)
Drew Bechdolt
Exhibits Manager
exhibit@hftp.org
+1 (512) 220.4037

Global Exposition Services (GES)
Melanie Schupp, CEM
Client Services Manager
mschupp@ges.com
+1 (214) 289.3348

Hospitality Financial & Technology Professionals (HFTP)
Global Office
7301 Ranch Road 620 N, Suite 155 – 193
Austin, TX 78726
www.hftp.org
+1 (512) 249.5333