



## Tips for New Exhibitors

### First Time Exhibitors

Exhibiting for the first time can seem complicated. GES (the show general contractor) can help make your ordering process as simple as possible. GES will also be on-site at the show to assist you in coordinating any last-minute services and answer any questions you may have. Save money by ordering early! Order by the **Discount Deadline of April 10, 2024** for best pricing.

### Shipping and Material Handling

Material Handling is the unloading of your exhibit materials. The service includes unloading from your carrier and 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.

The cost to transport your exhibit material to and from the event is different. Your freight carrier does not unload your materials or deliver them to your booth or reload when they pick up at the end of the show.

- Your material handling order form is considered an estimate of your exhibit materials. GES will invoice at the actual weight.
- Save by combining shipments. A minimum charge applies for each shipment under 200 lbs.
- Make sure that a Bill of Lading is filled out completely for each shipment.
- Confirm that your driver/freight carrier has the correct dates and times that your shipment needs to be delivered and picked up.
- Make sure your freight carrier understands that they must provide a Certified Scale Ticket upon arrival at the convention center marshalling yard.
- Use the shipping labels in the Exhibitor Kit and make sure show name, company name, booth number and other vital information is provided.

Consider shipping to the Advance Warehouse. This can save you time and hassle. The price is the same as delivering to show site and it includes storing your materials and transporting them to the show before the direct to site shipments start coming in. You'll be able to schedule your booth labor more accurately with this method!

### No Tipping

Please do not attempt to offer gratuities in cash, products, or gifts of any kind to any personnel working for Automate, its partners and contractors. Employees are paid appropriate wages denoting professional status; therefore, tipping of any kind is prohibited.

### Empty Crates

You must place "empty" stickers on your empty containers for storage during the show. These stickers are available onsite from GES at the service desk. GES will clear the floor of all "empty" stickered containers and store them during the show.

Be sure to write your booth number and company name on the sticker and place the container in the aisle. Place a sticker on all 4 sides of the container for easy location by the GES team. All containers will be returned to your booth after the show closes. GES works hard to get containers out as soon as possible, but please be prepared for a wait time.



### Electrical Not Included

If you need power or air in your booth, you need to order it separately from GES Electrical. Be sure to indicate if the wiring should run under your booth carpet or over it. Your booth layout – make a hand drawn version if you must – is required to process your electrical orders. Carefully read the electrical labor rules. Some outlets do not include labor in pricing.

### Booth Cleaning

Don't forget to order cleaning service through GES if you want your booth carpet vacuumed and trash bins emptied at night.

Note: all exhibitors, regardless of booth size, may vacuum your own booth space if desired. This must be done by an employee of the exhibiting company, not a contractor.

If trash bins/bags are placed near the aisle at the end of each day, they will be emptied/removed at no charge.

### Tear Down

If labor is needed for your booth space at the time of move-in, you will also need labor for move-out. Pre-order your labor to save money.

### Food and Beverage

All food or beverage served to attendees of the Automate show must be ordered through McCormick Place's exclusive provider, OVG. Get your orders in early for best service. Alcohol is permitted at Automate. If you are planning a before or after show hours get together with food or beverage, you must obtain show management approval first. Email [events@automate.org](mailto:events@automate.org) with your details to get clearance. No show floor parties are permitted Monday, May 6 during the Automate Networking Party (5:15 PM to 7:30 PM).