



# TRADE SHOW FOUNDATIONS

Certificate Program

**November 7<sup>th</sup>, 2024**

# Introduction



**Stephanie Gibbs**

Director of Events  
Exhibitor Group



**Kelly Brown**

General Manager  
Star - Durham

# Agenda

## **Session 1:**

10:00 – 11:30 AM (CST)  
Learning components 1-3

## **Session 2:**

12:00 – 1:30 PM (CST)  
Learning component 4

## **Session 3:**

2:00 – 3:30 PM (CST)  
Learning components 5-6

# Learning Components



**1.** Introduction of the Trade Show Industry



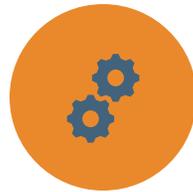
**2.** Trade Show – The Parts & Pieces



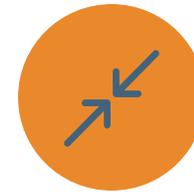
**3.** The Ecosystem of Trade Shows



**4.** How it's Made – The Solution



**5.** Let's Get Technical



**6.** Bringing it all Together



**7.** On-site Experience  
(EXHIBITOR*LIVE*)

1

# Introduction of the Trade Show Industry

# Why Trade Shows

In-person  
Engagement

Networking

Product  
Showcase /  
Launch

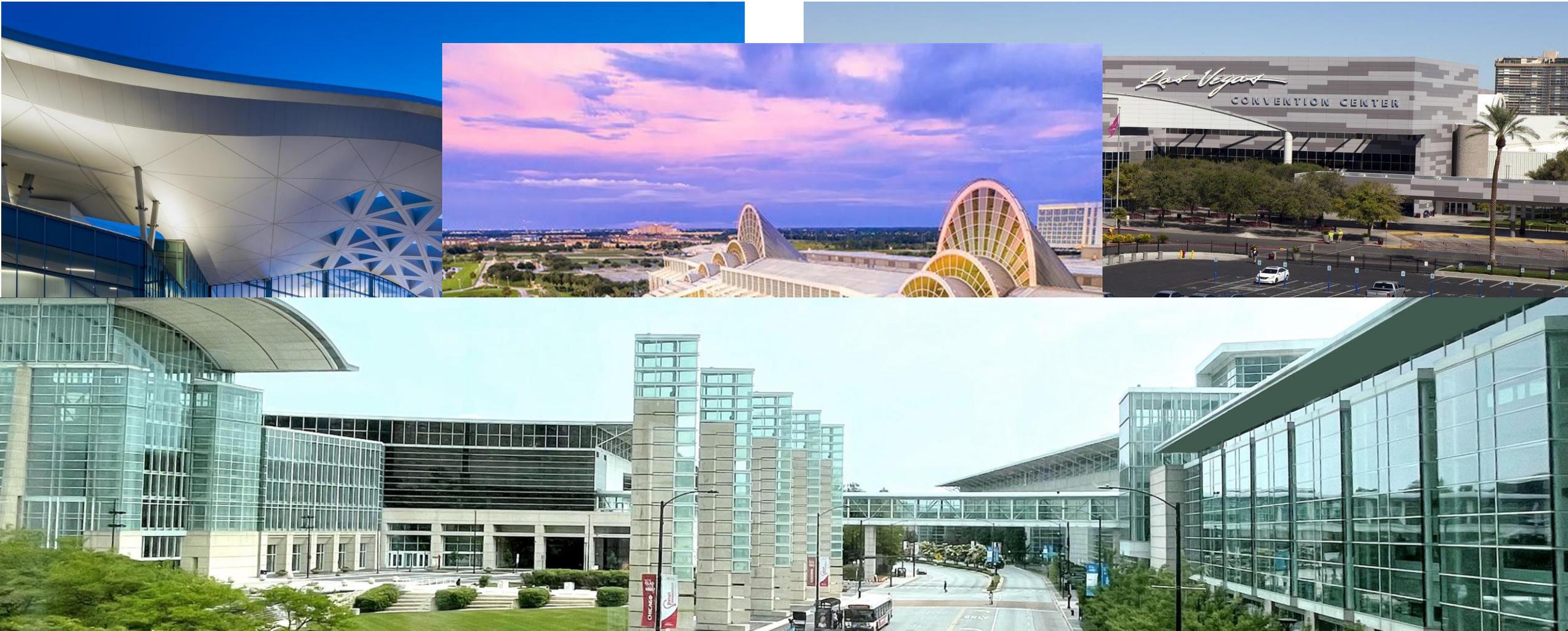
# Economic Significance

- Global trade show market = \$50 billion+ annually
- US trade show market = \$20 billion annually
  - 30-40% of global market
- COVID-19 Impact & Recovery
  - Revenues decreased by 70-80%
  - 2022 industry started to rebound
  - Full recovery expected by 2025

# Largest US Trade Shows

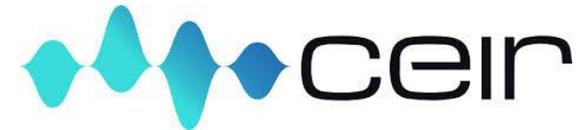


# Locations & Timeframe



# Industry Resources

**EXHIBITOR  
GROUP**



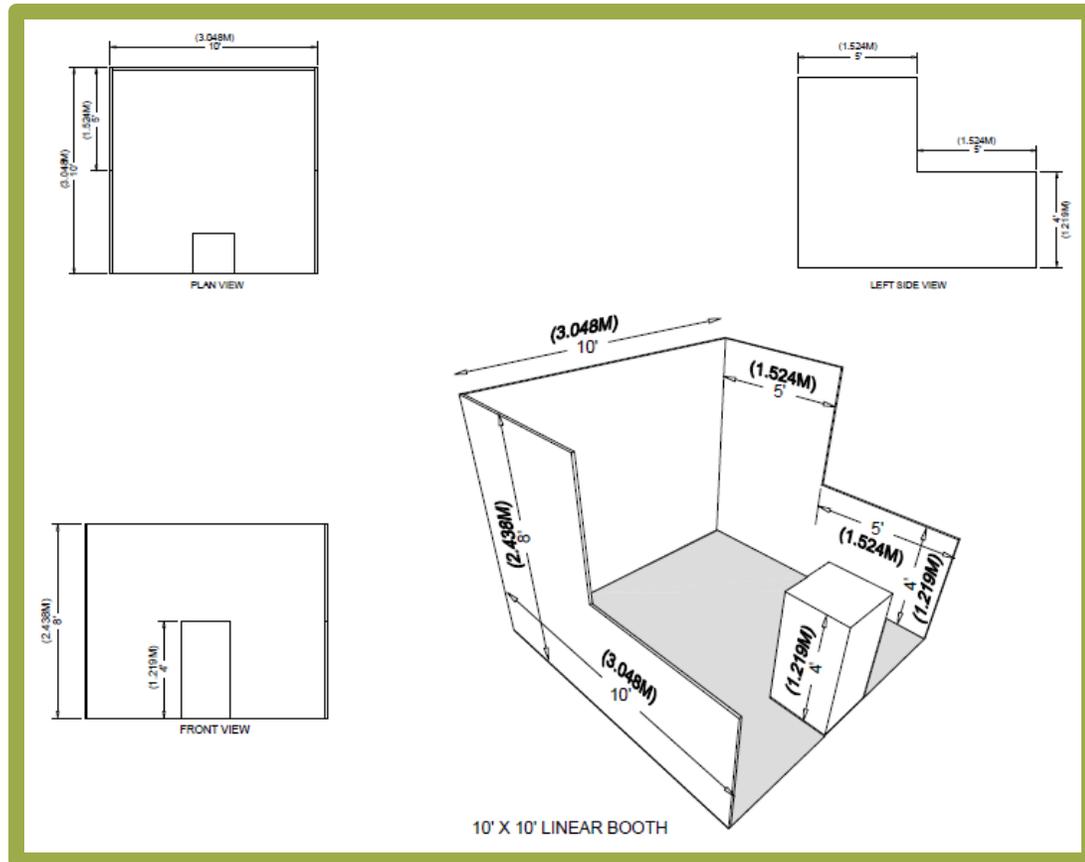
+ more

2

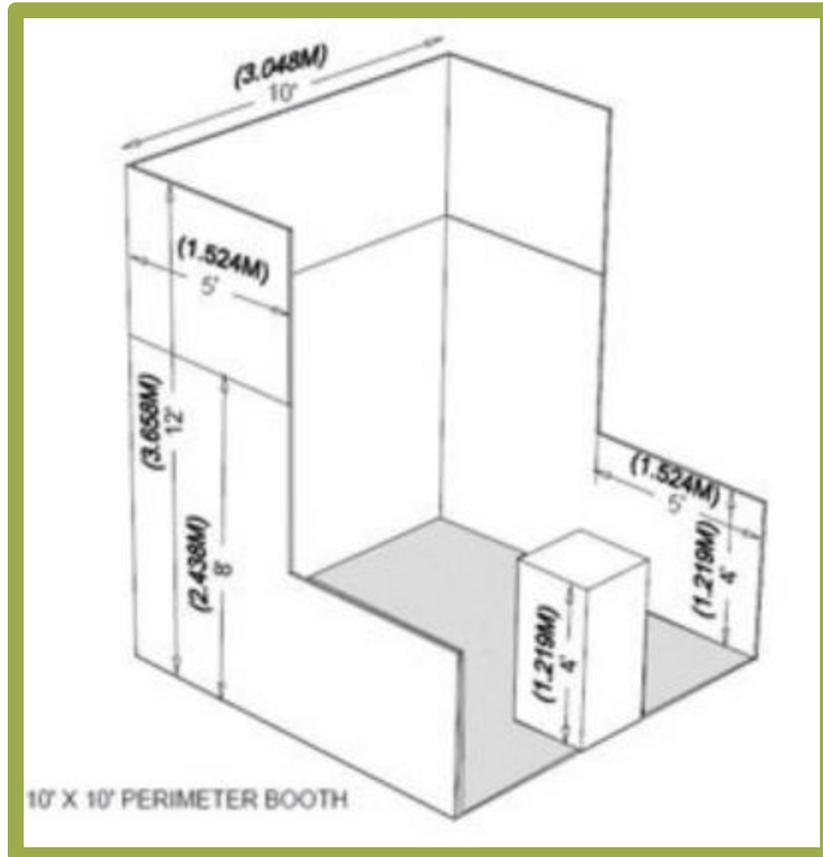
# Trade Shows – The Parts & Pieces



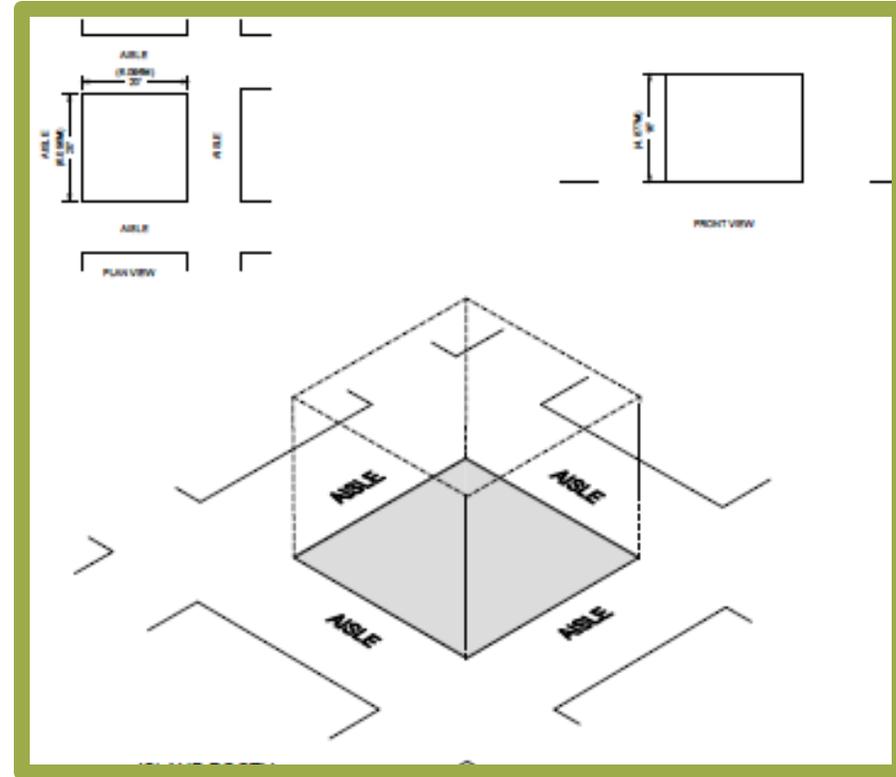
# Inline & Corner Exhibits



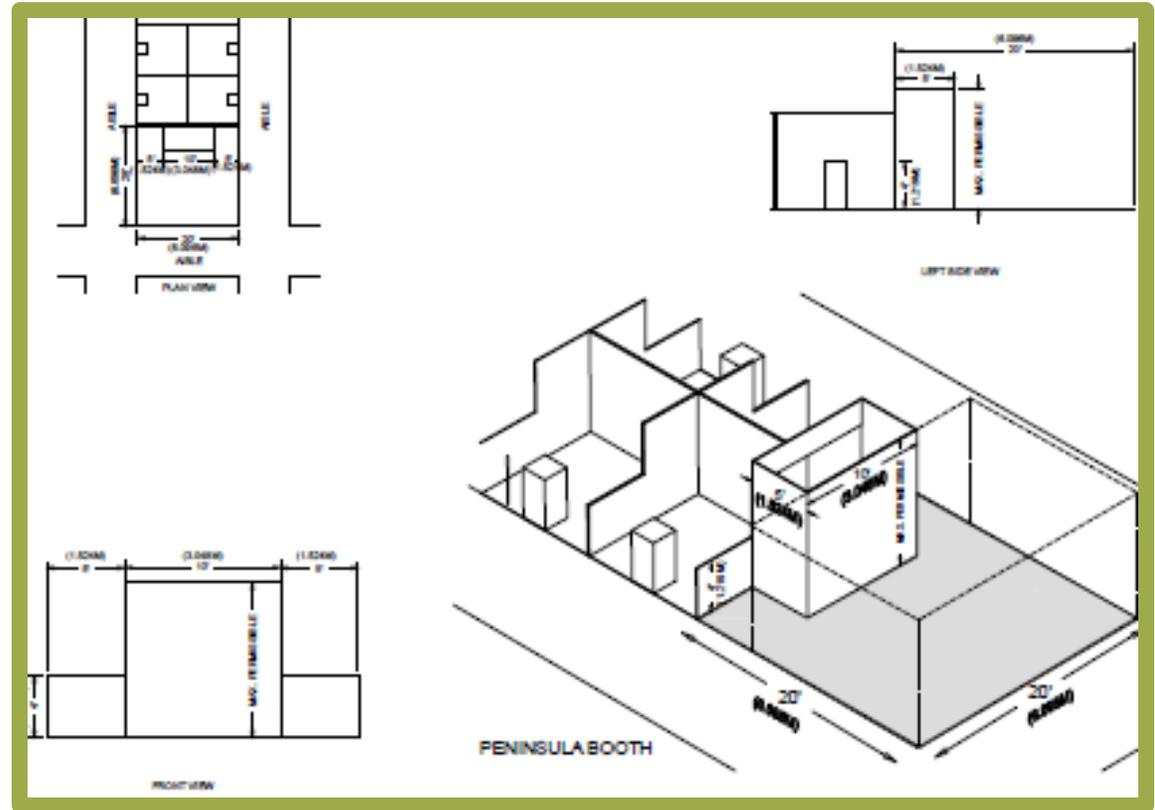
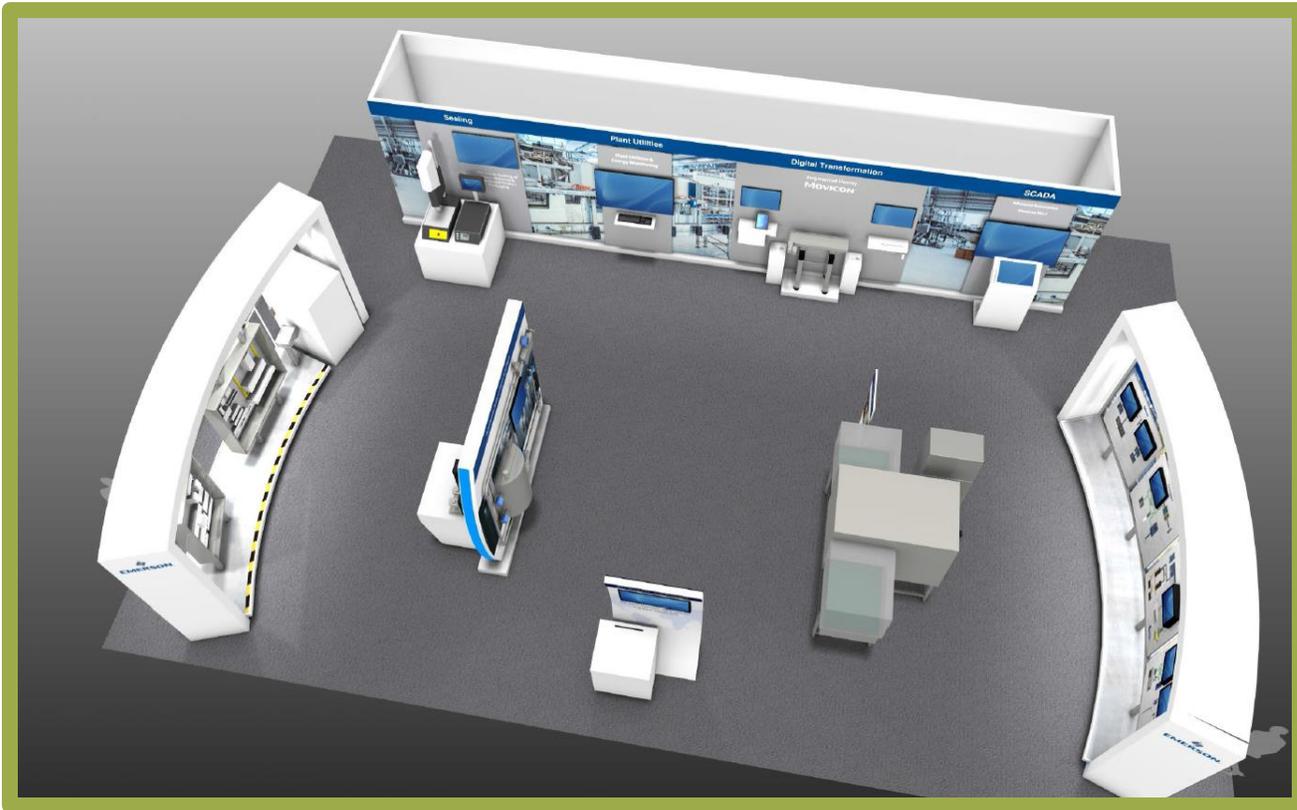
# Perimeter Exhibit



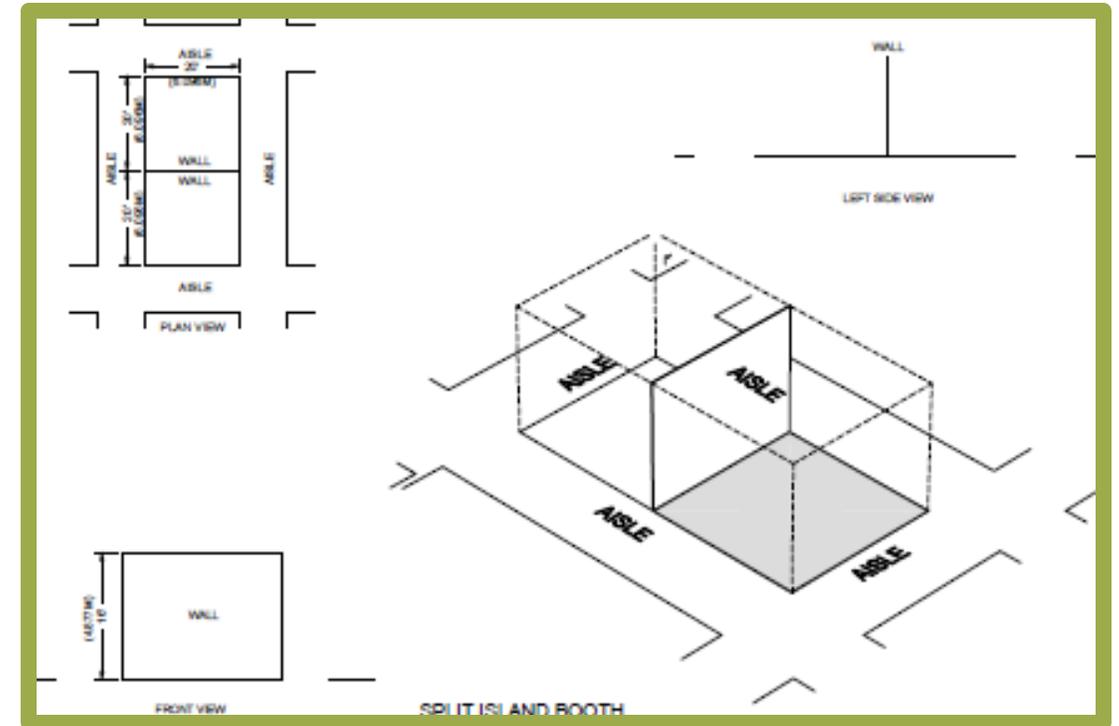
# Island Exhibit



# Peninsula Exhibit



# Split Island Exhibit



# Read the Fine Print

Structural Integrity

ADA

Fire Safety

Noise

City/State/Venue Specific  
Regulations



# Venues



Convention  
Centers



Conference  
Centers



Hotels



Arenas



Fairgrounds,  
Fields, Parks

3

# The Ecosystem of Trade Shows

# Who Exhibits



Business to Business



Business to Consumers



Generate Leads



Build Brand Awareness



Stay Updated on Market Trends

# Suppliers



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Exhibit Houses

---

Agencies

---

Graphic Designers/Printers

---

Installation & Dismantle (I&D)

---

Audio Visual (A/V)

---

DMC

---

Show Organizers

---

General Contractors/Decorators

---

Furniture Providers

---

Flooring Producers

---

Exclusive Vendors/Suppliers

---

Unions

# Facilities



- **Rules & Regulations by Venue/City**

- **Utilities**

- Electrical
- Internet
- Compressed Air
- Water
- Catering

# Jobs

 Transportation – air, rental cars, ride-share, freight carriers

 Hotels

 Restaurants, Catering, Bars, Nightclubs

 Venue

 Security

 Technology

 Building Materials

 Many more

# Break

## Session 2:

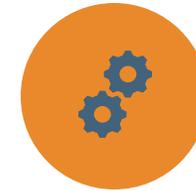
12:00 – 1:30 PM (CST)  
Learning component 4

## Session 3:

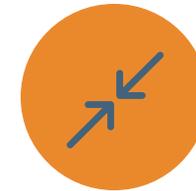
2:00 – 3:30 PM (CST)  
Learning components 5-6



**4.** How it's Made  
– The Solution



**5.** Let's Get  
Technical



**6.** Bringing it all  
Together

# 4

## How It's Made – The Solution

# The Process



# The Process



# Budget

**LINE-ITEM COST ANALYSIS FOR A 20-BY-20-FOOT EXHIBIT**

<b>DESIGN/FABRICATION</b>		<b>ELECTRICAL/AUDIOVISUAL</b>	
Technical drawings/setup drawings/ CNC programming	\$7,500	Lighting (purchase of 20 light fixtures and replacement of bulbs for each show)	\$3,750 - \$6,000
Exhibit design	\$3,100	Sound system rental (wireless microphone, two speakers, four-channel mixer)	\$1,000
Project management (typical estimate of fabrication, material ordering, client interaction, and internal project coordination)	\$2,800	Computer purchase	\$2,500
Fabrication of display components and shipping crates	\$54,000	Plasma/LCD purchase	\$7,500
Carpet and pad	\$2,750	Lead scanner rental	\$3,000 - \$4,300
Exhibit preview (includes setup and dismantle for pre-use viewing)	\$4,350	Internet connection	\$15,000
Structural approval certificate	\$700	Electrical (four 1,000-watt drops)	\$10,000 - \$12,000
Graphics (includes pre-flight time and coordi- nation for two, double-sided mural graphics, along with one set of dimensional letters)	\$8,900	<b>SUBTOTAL</b>	<b>\$44,750 - \$48,300</b>
<b>SUBTOTAL</b>	<b>\$86,100</b>	<b>LOGISTICS</b>	
<b>PRE-SHOW PREPARATION</b>		Floor space	\$80,900 - \$100,000
Technical drawings/setup drawings	\$5,000	Transportation (3,000 miles roundtrip)	\$45,000 - \$55,000
Project management (typical estimate of show services, pull/prep, client interaction, and internal coordination of project)	\$3,500	Drayage	\$40,000 - \$50,000
Gang-box supplies (garbage can, electrical strips, cleaning supplies, pens, tape, staplers, labels, duct tape, first-aid kit, Velcro, etc.)	\$2,000	Show supervision	\$15,000 - \$20,000
<b>SUBTOTAL</b>	<b>\$10,500</b>	SD (three men, 16 hours installation and 8 hours dismantle, includes rental of 16-foot ladders)	\$40,000 - \$44,000
<b>MANAGEMENT</b>		Booth cleaning	\$2,750
Storage (per year/cubic foot based on crates and two rolls of carpet and padding)	\$3,500	<b>SUBTOTAL</b>	<b>\$236,710 - \$271,750</b>
Maintenance (yearly replacement parts, cleaning, minor repairs, etc.)	\$5,000 - \$6,000	<b>MISCELLANEOUS</b>	
Graphics changes (includes pre-flight time and coordination for reproducing all graphics once a year to accommodate company or product changes)	\$8,900	Floral	\$1,000 - \$2,000
Returns inspections (includes opening crates, inspecting for any visible damage, and returning to storage)	\$4,000	Literature stand and furniture rental (five bar stools)	\$6,000 - \$8,000
<b>SUBTOTAL</b>	<b>\$21,400 - \$22,400</b>	Attendee refreshments (coffee/water service purchased from show management)	\$5,000 - \$8,000
		Staff apparel (includes name shirts for three people and name replacement shirts halfway through the year)	\$750 - \$1,000
		Presentation talent (includes hired talent performing a 15- to 30-minute presentation several times each day)	\$15,000 - \$18,000
		<b>SUBTOTAL</b>	<b>\$27,750 - \$38,000</b>
		<b>TOTAL ANNUAL COST OF OWNERSHIP: \$427,210 - \$477,050</b>	

# Request for Proposals (RFP)



# Partner Selection



# Concepts



# Estimating



Quote Number 00006561 Expiration Date 2/28/2023  
 Prepared By Kelly Brown Start Show Date 3/27/2023  
 Description Shoptalk/NV Supervision Yes

Account Name [REDACTED] Phone [REDACTED]  
 Contact Name [REDACTED] Email [REDACTED]

Bill To Name [REDACTED] Ship To Name [REDACTED]  
 Bill To [REDACTED] Ship To Shoptalk 2023  
 Mandalay Bay Convention Resort  
 c/o FREEMAN  
 3970 South Las Vegas Boulevard  
 Las Vegas, NV 89119  
 United States

Product	Description	Unit price	Quantity	Estimated Price
AV Equipment Rental	AV Equipment* - Laptops, qty. 4 - Wireless keyboards, qty. 4 - Wireless mice, qty. 4  *Actual cost for qty. 2 of each.	\$3,985.00	1.00	\$3,985.00
Cleaning	Cleaning - 400 sq. ft. - 2 days	\$390.00	1.00	\$390.00
Electric	Electrical Installation - 2, 5 amp drops - 3, 15 amp drops - Labor install/dismantle OT - 2 days - Materials	\$2,470.00	1.00	\$2,470.00
Flooring Rental	Flooring Rental - 20x20 - Double Padding - Gray	\$4,368.00	1.00	\$4,368.00
Furniture Rental	Furniture Rental* - Chrome lift white stool, qty. 5 - Fish bowls, qty. 3 - Flat black literature rack, qty. 2  *Actual cost includes refund for 1 stool and fish bowls.	\$1,755.00	1.00	\$1,755.00
Internet	Internet - Wired Internet Connection - Shared - Connection for one device - Additional devices, qty. 3 - Switch rental, qty. 1	\$2,425.00	1.00	\$2,425.00
	Labor			

1731 Camden Avenue, Durham, NC 27704  
 tel: 919.237.9980 | fax: 866.513.8798 | web: neuconcepts.net



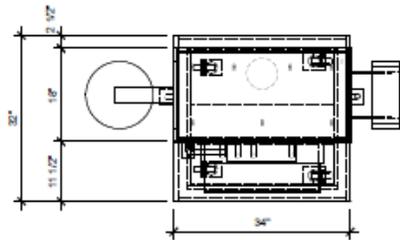
Labor - I&D	- 3/25 Install - 3/29 Dismantle - ST/OT based on show schedule	\$5,330.00	1.00	\$5,330.00
Lead Retrieval	Lead Retrieval - vCapture Pro with iPod, qty. 5	\$3,510.00	1.00	\$3,510.00
Material Handling	Material Handling - 5000 lbs Booth Weight - OT charges may apply based on show schedule  *Show site deliveries from clients are not included and will be on final invoice *Minimum based off of show management rules	\$4,680.00	1.00	\$4,680.00
Project Mgmt - Services	Project Management	\$1,900.00	1.00	\$1,900.00
Rigging/Forklift	CHANGE ORDER Rigging/Forklift - Assemble/dismantle sign - Rigging crew/lift	\$4,290.00	1.00	\$4,290.00
Shipping/Freight	Shipping - Round trip to Las Vegas and back to Durham, NC - 6 crates **  *Shipping based on items in-house at time of estimate. Subject to review based on unexpected wait times experienced by carrier and additional items shipped by client. Cost based on 2/27/23 gasoline prices. We are being advised shipping prices could fluctuate based on current costs of fuel.  **Actual number of crates - qty. 5	\$14,300.00	1.00	\$14,300.00
Supervision	Supervision - On-site Show Supervision Install - 2 Days*  *Actual cost is for 1 day based on install schedule	\$600.00	1.00	\$600.00
Travel Days	Travel Days - Qty. 2	\$550.00	1.00	\$550.00
Travel Expenses	Estimated travel expenses to include: flight, hotel, transportation and meals.	\$2,750.00	1.00	\$2,750.00
Warehouse - Services	Warehouse Hours* - Pull/prep/pack/load/unload booth materials  *This was invoiced on the booth rental project.	\$0.00	1.00	\$0.00
Furniture Rental	CHANGE ORDER Furniture Rental - Drape for separation of booth per rules and regulations, 20ft	\$910.00	1.00	\$910.00

Estimated Totals			
	Quote Subtotal		\$54,213.00
	Est. Tax Total		\$1,234.88

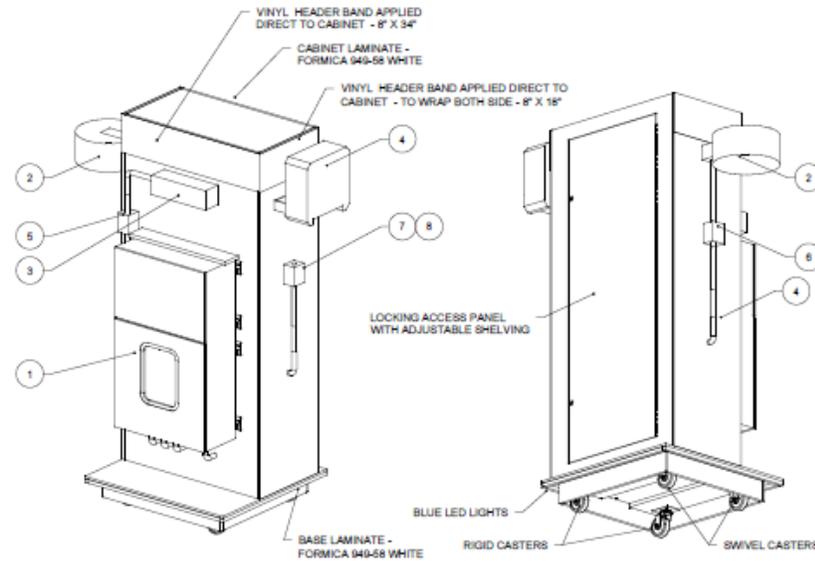
1731 Camden Avenue, Durham, NC 27704  
 tel: 919.237.9980 | fax: 866.513.8798 | web: neuconcepts.net

# Engineering

NO.	PART NUMBER	DESCRIPTION	QTY	RK
1	PPLEX_CONTACTOR_PANEL	RQL5C18311-M06030-D103-13XPGFR-032001-022001GFI-D2-DV-INV-P(2)-NP-W-P1	1	
2	MLEDW42ND3BU	MERCMASTER LOW PROFILE WITH WALL MOUNTING KPWB-75	1	st STAR
3	RMA22WDLBUNGW	RIGMASTER	1	st STAR
4	AML6L6CF7BU	AREAMASTER	1	st STAR
5	ED5C175F13	TUMBLER SWITCH	1	
6	ED25C17512	DIV. 2 SELECTOR SWITCH	1	st STAR
7	EFS1752023	U-LINE RECEPTACLE BOX	1	st STAR
8	ECP2023	U-LINE STANDARD PLUG	1	st STAR
9	APPL827	3/4 FM7 LB	7	st STAR
10	APPL27	3/4 FM7 LL	1	st STAR
11	UNF75NRA	3/4 UNION CONNECTOR	5	st STAR
12	HUB75A	3/4 ALUMINUM WATER TIGHT HUB	4	
13		CONNECTORS	24	st STAR

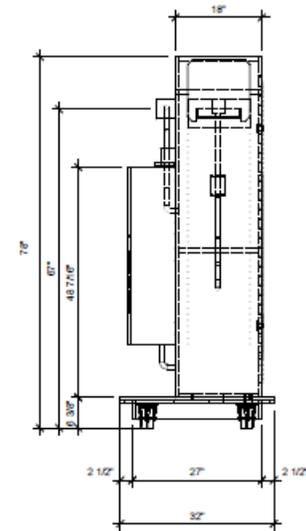


1 PLAN VIEW (QTY OF 1)  
SCALE: 3/4"=1'-0"



5 FRONT TOP ISOMETRIC  
NOT TO SCALE

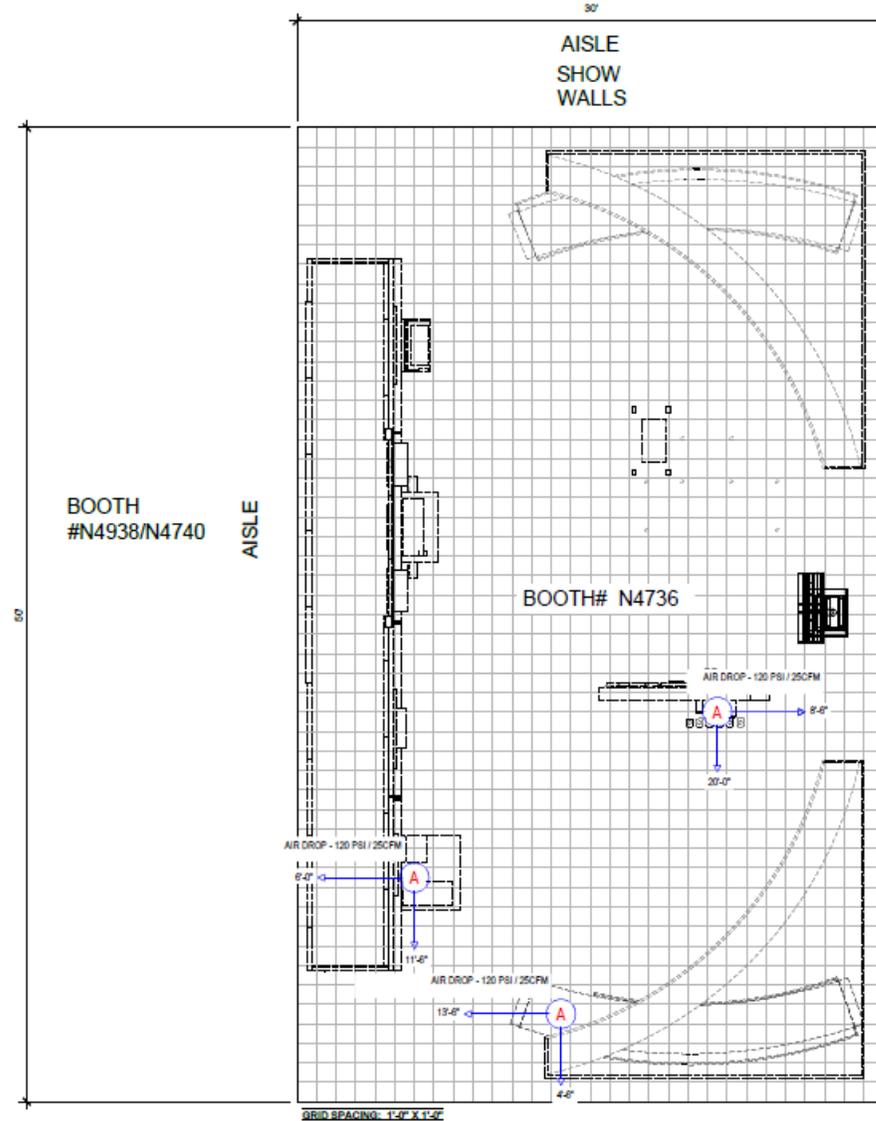
6 BACK BOTTOM ISOMETRIC  
NOT TO SCALE



3 RIGHT SIDE ELEVATION  
SCALE: 3/4"=1'-0"



# Engineering



BOOTH #N4734  
AISLE  
ENTRANCE  
←

**SYMBOL LEGEND**

⊕	POWER LOCATION	A	AIR LINE
⊙	POWER DISTRIBUTION	⊖	DRAIN
▽	DATA LINE	⊕	GAS LINE
H	MAIN DROP & DATA HUB	J	JUNCTION BOX
▽	PHONE LINE	W	WATER

**AIR REQUIREMENTS**

QTY.	DESCRIPTION
	AIR - 80 PSI
3	AIR - 120 PSI
	AIR - 124112 PSI
	AIR - 124112 PSI
	AIR - 124112 PSI

AISLE BOOTH #4936  
PLAN VIEW  
SCALE 1/4" = 1'-0"

# Fabrication





# Crating



# Show Service Orders

move-in and out restrictions

deadlines

eac

suppliers

supervision

rules & regulations

**fern**

INVOICE

Date: 9/10/24  
**Invoice #:** 10-14143-24-0036  
 PO#:  
 Page# 1  
 For questions regarding this receipt, please call: 800-774-1251  
 Federal ID# 87-0750830

Remit to: Fern Exposition Services LLC  
 P.O. Box 737936  
 Dallas, TX 75373-7936

VAI GAI EXPO Oct 28-30/24, HYATT REGENCY - CRYSTAL CITY-ARLINGTON, VA

Bill To: H2Q  
 MORGAN MILLS  
 NA, NA 00000  
 Phone: (215) 755-4858  
 Fax:  
 Email: morgan.mills@h2o.ia

**Booth #:** 0  
 Exhibitor: H2Q  
 MORGAN MILLS  
 NA, NA 00000  
 Phone: (215) 755-4858  
 Fax:  
 Email: morgan.mills@h2o.ia

**DETAILS**

Date	Item	A/F	Qty	Rate	Amount	Tax Rate
09/10/2024	Stool Padded With Back	A	2.00	192.30	384.60	6.00% UT
09/10/2024	Pedestal Table-30" Dia/40" h	A	1.00	351.11	351.11	6.00% UT
09/10/2024	2-Arm Bag Stand - Straight	A	1.00	96.03	96.03	6.00% UT
09/10/2024	1Mx1/2Mx40"H w/front & side gr White PVC	A	1.00	899.50	899.50	6.00% UT
09/10/2024	Custom Package (1) 3M x 8'high FlexFrame back wall with SEG printed graphic (1) 1M high x 8' black panel side wall (1) Monitor mount	A	1.00	3,622.56	3,622.56	6.00% UT
09/10/2024	Upgrade with Stem Lighting	A	3.00	54.80	164.40	6.00% UT
09/10/2024	Nero Literature Stand	A	1.00	258.00	258.00	6.00% UT

**SUMMARY**

Category	SubTotal	Tax Amount	Amount
Chairs	384.60	23.08	407.68
Tables/Risers	351.11	21.07	372.18
Accessories	96.03	5.76	101.79
Display Rental	4,686.46	281.20	4,967.66
Premium Furniture	258.00	15.48	273.48
<b>Total</b>	<b>5,776.20</b>	<b>346.59</b>	<b>6,122.79</b>

**PAYMENTS**

Terms: Due on receipt. Unpaid balances at close of show will accrue a service charge of .0575% per day, annual interest rate 21%. Exhibitors are responsible for all fees for the collection of their debt. **All check payments must be in U.S. funds drawn on a U. S. bank**  
 Please return one copy of this invoice with your remittance

Continued on the next page

Discovery

Design

Build

Services

# Onsite Supervision



Discovery

Design

Build

Services

# Exhibitor Appointed Contractors



Discovery

Design

Build

Services

# Viewing



Discovery

Design

Build

Services

Property  
Management

# Inventory System / Storage



**RECEIVING**



**PUT AWAY &  
STORAGE**



**ORDER  
PROCESSING**



**PICKING**



**PACKING**



**SHIPPING**



**RETURNS  
PROCESSING**

Discovery

Design

Build

Services

Property  
Management

# Shipping



Discovery

Design

Build

Services

Property  
Management

# Installation



Discovery

Design

Build

Services

Property  
Management

Onsite  
Services

# At Show



Discovery

Design

Build

Services

Property  
Management

Onsite  
Services

# Dismantle



**fern** Pro#

**COMPLETE ALL SHADED AREAS**

Time: Booth# 650  
Date: Show Name VAI GAI EXPO  
Form Use Only

From: MINIO Date: 1/23/24  
AT: HYATTREG-CRYSTL ARLINGTON VA Trailer #  
Consigned To: MINIO Shipper # 264254  
Address: 1430 ENTERPRISE BLVD Carrier Requested: FEDEX-A  
City/State/Zip: WEST SACRAMENTO CA 95691 Desired Delivery Date: Time  
Attention/Show Name: JOAN ROSALES Phone/Booth# (916) 246-6116 Freight Charges:  Prepaid  Collect

Carrier Selection (select one of the following):  Fern Transportation  Common Carrier  Expedited Carrier  Company Truck/POV  Van Line  ET/Internal  Number of Separate Shipments in Booth:

Level of Service:  Ground  2nd Day Air  Next Day Air  Residential Delivery  Inside Delivery  Excess Declared Value \$: .00c

**FREIGHT RE-ROUTING**  
In the event your selected carrier fails to show on final move-out date, please select the following options:  
 Re-route via Fern's choice at exhibitor expense

**FREIGHT RE-ROUTED TO:**  
Carrier: Date: Time:

Checker	# of Pieces	Kind of package, description of articles, special marks, and exceptions <small>(if not dimensions if shipping via air freight)</small>	Weight <small>(Gross or Net)</small>	Class <small>or Rate</small>
	0	Crates (wooden)		
	0	Cartons (cardboard)		
		Cases/Trunks (plastic) ( ) Color(s)		
		Skids/Pallets ( ) Banded ( ) Shrinkwrapped ( ) Loose		
		Carpets/Padding Rolls ( ) Wrapped ( ) Loose		
		Other/Special Instructions		
	9	<b>TOTAL PIECES</b>	<b>TOTAL WEIGHT</b>	150 lb

**BILL OF LADING:** This agreement establishes your legal obligations with regard to the property goods described herein being shipped. It specifically limits your rights and remedies to your property in loss or damage. You must accept all terms and conditions as outlined in the Fern terms and conditions and the applicable bill of lading. You confirm that you have read, understood, and agree with said terms and conditions, and that you have signed on as being between the carrier, Fern, and/or shipper, if applicable. **NONNEGOTIABLE STRAIGHT BILL OF LADING:** Received, subject to the following conditions and exceptions, and the terms and conditions of the bill of lading, we hereby acknowledge the receipt of the goods described herein, in the quantity and condition of contents of package, outwardly marked, consigned, and delivered as indicated above. The goods carrier is defined as the carrier in the business of transporting of property goods by land, sea or air. The word shipper is defined as the party who contracts for transportation of the goods. The property goods described in the Bill of Lading are to be shipped in the manner specified in the bill of lading. The carrier is not responsible for the loss or damage to the goods in transit. The carrier is not responsible for the loss or damage to the goods in transit. The carrier is not responsible for the loss or damage to the goods in transit. **LIMITS OF LIABILITY:** Shipper understands that once it ships its property in loss, under, or damaged, Fern does not have any obligation of reimbursement of any property. Fern's liability for loss or damage to the goods in transit is limited to \$100 per pound per article with a maximum liability of \$1000 (1000) per item, or \$1,500 (1500) per occurrence shipment, whichever is less. Carrier Limits of Liability are subject to the carrier's specific. Limits of liability listed in the carrier's Bill of Lading. Fern is not responsible to shipments left in booth by exhibitor. Exhibitors must insure themselves against loss or theft. Fern does not sell insurance.

**COMPLETED BILL OF LADING MUST BE RETURNED TO THE EXHIBITOR SERVICE DESK.**

By signing Exhibitor Shipment Authorization below, you and our company agree to payment terms & conditions listed in the Exhibitor Service Manual. Limits of liability listed above and authorize Fern to use any payment method on file (including credit cards). All shipping charges and net weights are estimates until the shipment is delivered.

3rd Party Freight Charges:  
(company name)  
Address  
City/State/Zip  
PO #:  
Phone

**Exhibitor Shipment Authorization:**  
Exhibitor Signature: *[Signature]*  
Printed Name: KEVIN DUNN  
Emergency Mobile Phone # 408 911 5744

Day: Date: Time:  
Carrier/Agent Signature: Printed Name:  
X

White - Original Yellow - Shipping Order Pink - Control Copy Goldenrod - Exhibitor Copy

# Property Check-in




## Check In Report

Job #45021 - NAEC 2024 (KEB America)

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**Job Information**

Company : KEB America [1139]  
 Job # : 45021  
 Job Name : NAEC 2024  
 Project Code :  
 Job Type : Tradeshow  
 Project Lead : Margaret Graham

**Check In Notes**

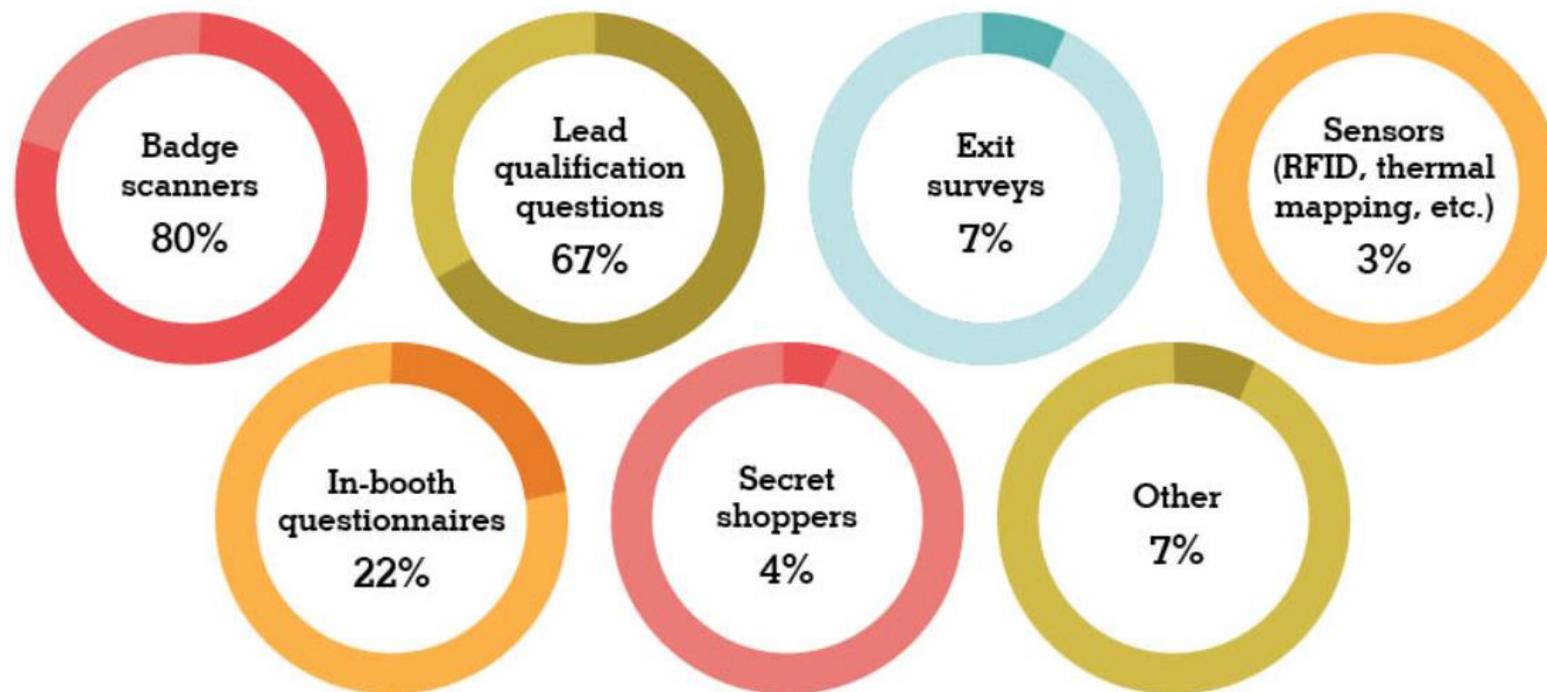
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**Check In Items**

Item	OUT	RTN	IN	NR	MS	DM	PR	Notes
Case: 1, Featherite Case Frames B & C, 57"W x 40"H x 32"D - 305 lbs	1	1	■	□	□	□	□	
Case: 2, Featherite Case Frames A, F & G, 57"W x 40"H x 32"D - 324 lbs	1	1	■	□	□	□	□	
1 - Shelf: Knect-A-Shelf	1	1	■	□	□	□	□	
Case: 3, Featherite Case Frames D & E, 57"W x 40"H x 32"D - 402 lbs	1	1	■	□	□	■	□	Frames E07-E08, E03-E02, and E12-E01 have broken LED strips. I need (2) 5 node strips, an (1) 3 node strip to repair this lightbox.
1 - Accessories: Set-Up Drawings and Return Labels [NI]	1	1	■	□	□	□	□	
Crate: 2, Demo Unit, Includes black base trim pieces kept in crate, 37"W x 92"H x 37"D - 1,095 lbs	1	1	■	□	□	□	□	
1 - Client Product: High Power Demo, Rittal Demo Rack with built in crate, includes black base trim pieces kept in crate	1	1	■	□	□	□	□	Trim pieces missing. Need to replace.
Crate: 10, KEB, 57"W x 76"H x 31"D - 560 lbs	1	1	■	□	□	□	□	
7 - Accessories: Extension Cord	7	7	■	□	□	□	□	
1 - Accessories: Frosted White Wastebasket	1	1	■	□	□	□	□	
1 - Accessories: Literature Rack, 12"W x 55"H x 14"D	1	1	■	□	□	□	□	
8 - Accessories: Multstrip	8	8	■	□	□	□	□	
1 - Accessories: Toolbox	1	1	■	□	□	□	□	
1 - Accessories: Vacuum	1	1	■	□	□	□	□	
Bin: Client Packed - NAEC	1	1	■	□	□	□	□	
Bin: Mini Screwdrivers - NAEC	1	1	■	□	□	□	□	Most of these screwdrivers are gone now. Only 8 left.
1 - Cabinet: 14, Pedestal, w/milk plex top and led lights, 23-1/2"W x 30"H x 23-1/2"D	1	1	■	□	□	□	□	
1 - Cabinet: 19, Pedestal, w/milk plex top and led lights, 23-1/2"W x 30"H x 23-1/2"D	1	1	■	□	□	□	□	
Carton/Box: Assorted Literature [NI]	1	1	■	□	□	□	□	
Crate: 15, Table, 44"W x 51"H x 80"D - 600 lbs	1	1	■	□	□	□	□	

# Reporting & Analytics

What tools are you currently using to gather and measure data in your trade show exhibits?



Discovery

Design

Build

Services

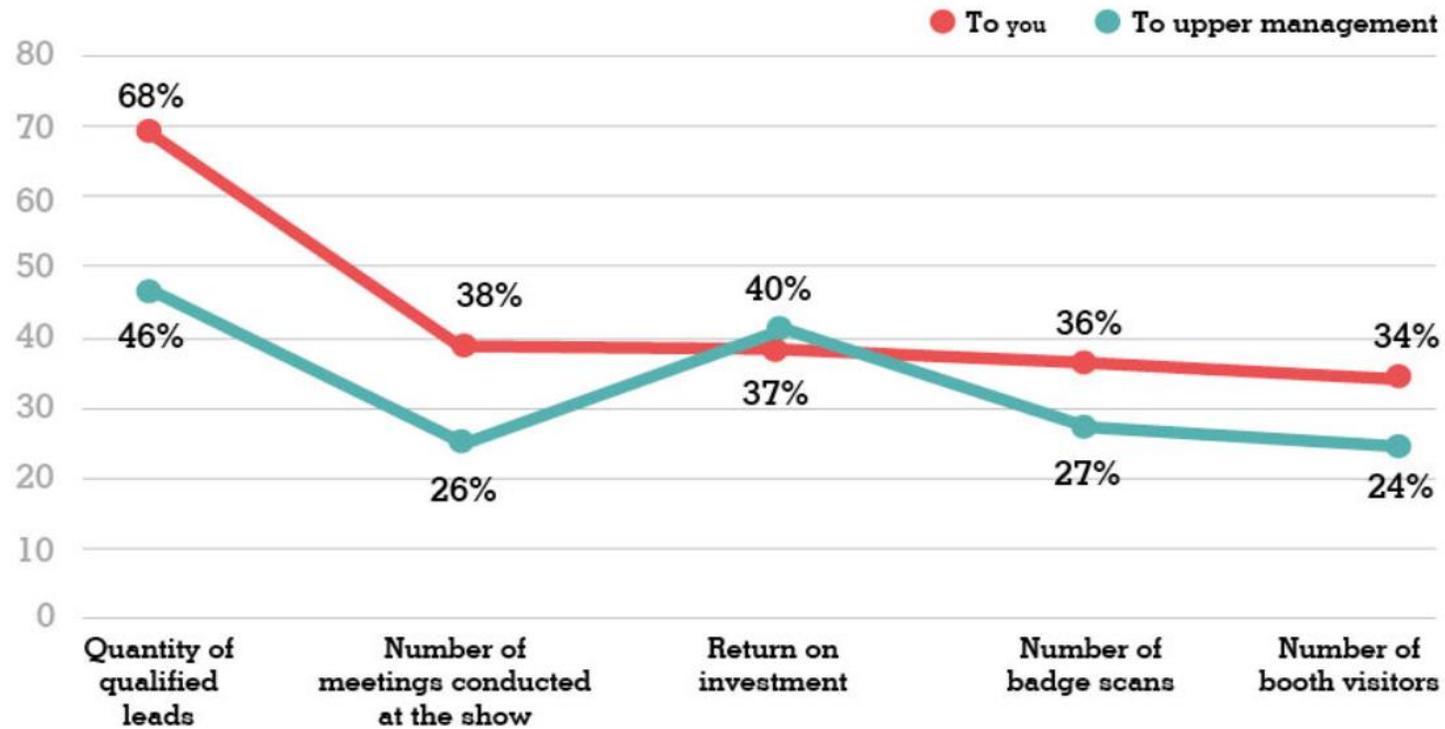
Property  
Management

Onsite  
Services

Post Show

# Reporting & Analytics

Which metrics are the most valuable?



Discovery

Design

Build

Services

Property  
Management

Onsite  
Services

Post Show

# Annual Planning



Discovery

Design

Build

Services

Property  
Management

Onsite  
Services

Post Show

# The Process



# Break

## **Session 3:**

2:00 – 3:30 PM (CST)

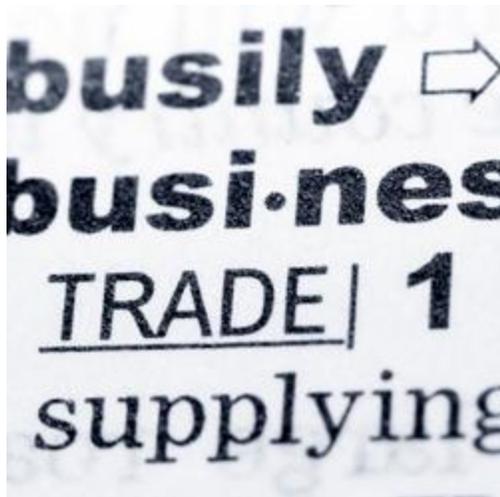
Learning components 5-6

5

**Let's Get Technical**

# Glossary of Terms

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z



## A

### **A/V**

Audio/visual support such as television monitors, VCRs, or taped music.

### **A/V Contractor**

A supplier of audio/visual equipment and services.

### **Advance Order**

An order for services sent to the service contractor prior to the installation date. Compare with Floor Order.

### **Advance Rates**

Fees associated with advance orders, which typically include discounts when paid in advance.

### **Advance Receiving**

Location set by show management to receive freight before the start of show. Freight is stored at this location and then shipped to the show at the appropriate time.

### **Agent**

A bona fide representative with proper credentials from the party represented.

# Quick Facts

## Freeman<sup>™</sup> Quick facts

**SEMA Show 2024**  
November 5-8, 2024  
Las Vegas Convention Center  
Las Vegas, NV

### Booth details

#### Booth equipment

Each 10' x 10' booth will be set with 8' high black and white back drape and 3' high black side drape. Booths 300 sqft or less will receive an identification sign. Booth larger than 300 sqft may receive an identification sign upon request.

Also included with booth purchase is vehicle spotting (unless the vehicle needs to be towed or pushed) and 500 lbs of Material Handling (for exhibitors who have 400 sqft or less of exhibit space).

#### Exhibit hall carpet

The exhibit area is not carpeted. The aisles will be carpeted in tuxedo. Show management requires all exhibitors provide flooring for their booth.

	Aisle Carpet	Back Drape	Side Drape
Business Services	Tuxedo	White/Black	White
Collision Repair & Refinish	Tuxedo	White/Black	White
Global Tire Expo Sponsored by TIA	Tuxedo	White/Black	White
Hot Rod Alley	Tuxedo	White/Black	White
Mobile Electronics & Technology	Tuxedo	White/Black	White
PowerSports & Utility Vehicles	Tuxedo	White/Black	White
Racing and Performance	Tuxedo	White/Black	White
Restoration Marketplace	Tuxedo	White/Black	White
Restyling & Car Care Accessories	Tuxedo	White/Black	White
Tools & Equipment	Tuxedo	White/Black	White
Trucks, SUVs, & Off-Road	Tuxedo	White/Black	White
Wheels & Accessories	Tuxedo	White/Black	White

### Show schedule

#### Discount price deadline

To take advantage of advance order discount rates, place orders on FreemanOnline by October 03, 2024.

#### Exhibitor move-in

Please refer to the [Target Floor Plans](#) for your scheduled targeted move-in date and time. Click [here](#) to request a change to your target date or time.

Thursday, October 31, 2024	8:00 AM - 6:00 PM	Targeted exhibitors
Friday, November 01, 2024	8:00 AM - 8:00 PM	Targeted exhibitors
Saturday, November 02, 2024	8:00 AM - 8:00 PM	Targeted exhibitors
Sunday, November 03, 2024	8:00 AM - 8:00 PM	Targeted exhibitors
Monday, November 04, 2024	8:00 AM - 10:00 PM	All exhibitors

#### Exhibit hall hours

Tuesday, November 05, 2024	9:00 AM - 5:00 PM
Wednesday, November 06, 2024	9:00 AM - 5:00 PM
Thursday, November 07, 2024	9:00 AM - 5:00 PM
Friday, November 08, 2024	9:00 AM - 4:00 PM

subject to change.

# What's Included



## What's Included In Your Booth

AISLE CARPET COLOR

Tuxedo

BACK DRAPE COLOR

Black/White

SIDE DRAPE COLOR

Black

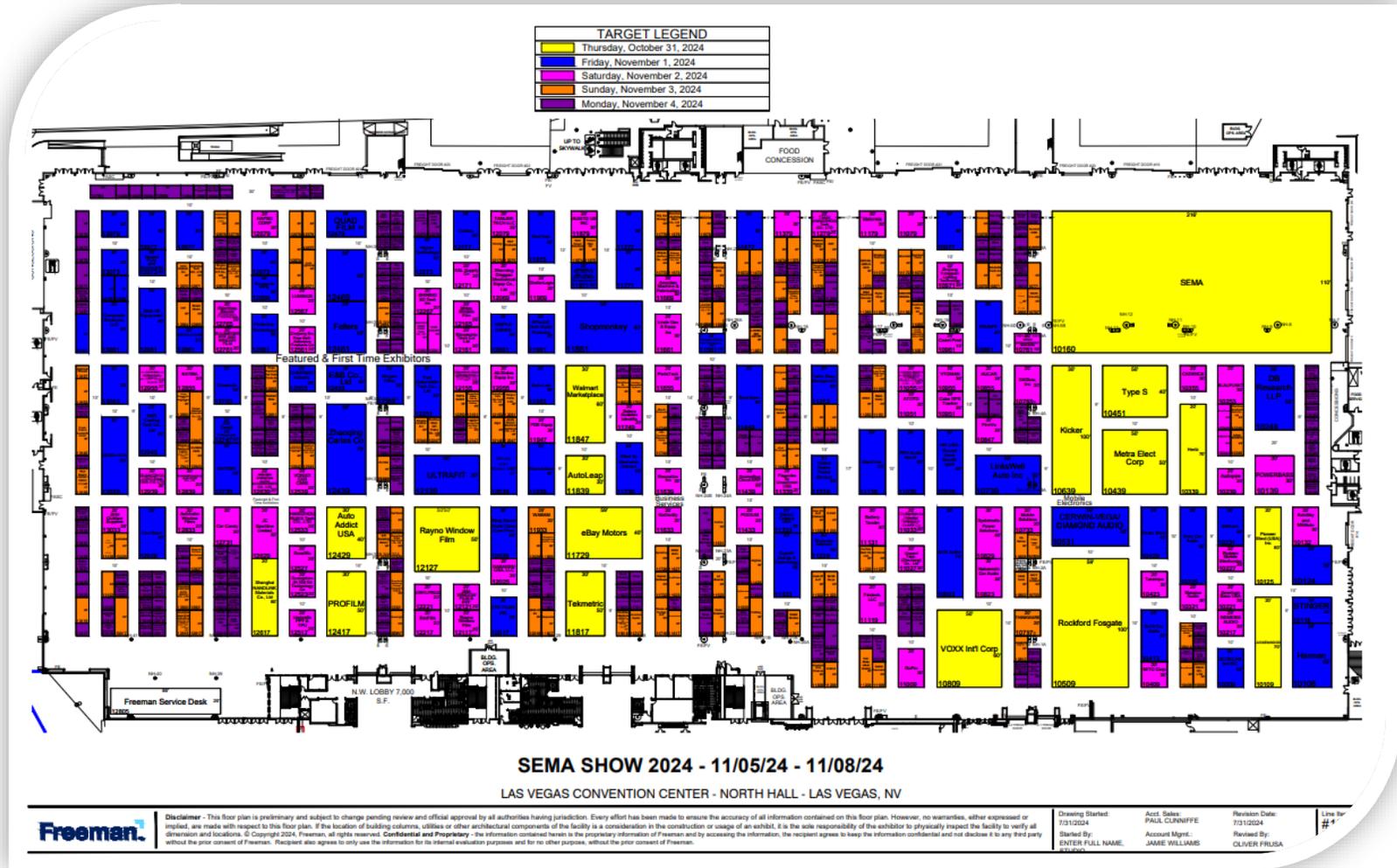
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# Target Floor Plan



# Shipping / Freight



# Material Handling



## Freeman<sup>TM</sup>

**2024 NACS Show**  
October 8-10, 2024  
Las Vegas Convention Center  
Las Vegas, NV

### Material Handling Rates

These rates are information only. Material handling charges will be assessed when shipment is received.

#### Shipments to Warehouse

##### Small Packages

Small Package Shipment  
\$49.50 / CWT

##### Special Handling Shipments

WAREHOUSE-ST-SPEC HDLG (60001 & OVER)  
\$129.75 / CWT  
WHSE-ST-SPEC HDLG-LATE ARRIVAL (60001 & OVER)  
\$162.50 / CWT  
WAREHOUSE-OT-SPEC HDLG (1-5000 LBS)  
\$183.25 / CWT

#### Crated/Skidded Shipments

SHOWSITE-ST-LATE ARRIVAL (60001 & OVER)  
\$105.75 / CWT  
SHOWSITE-ST (1-5000 LBS)  
\$98.25 / CWT  
SHOWSITE-ST-LATE ARRIVAL (1-5000 LBS)  
\$123.00 / CWT  
SHOWSITE-ST-LATE ARRIVAL (5001-30000 LBS)  
\$117.00 / CWT  
SHOWSITE-ST-LATE ARRIVAL (30001-60000 LBS)  
\$111.50 / CWT  
Showsite-OT Both Ways (30001-60000 LBS)  
\$134.00 / CWT  
Showsite-OT Both Ways (60001 & OVER)  
\$127.00 / CWT  
SHOWSITE-OT BOTH WAYS-LATE ARRIVAL(30001-60000LBS) ( Shipment's Weight =  
30,001 - 60,000 lbs. )  
\$156.50 / CWT

# Hanging Signs



# More Services



Vinyl Flooring



Turf & Grass



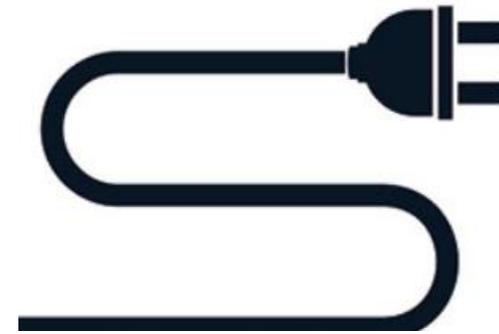
Padding & Protective Plastic Covering



Carpet

<p>Standard Showcases</p>	<p>Chairs</p>	<p>Café, Conference &amp; Accent Tables</p>
<p>Stools</p>	<p>Bar &amp; Bistro Tables</p>	<p>Sofas, Loveseats &amp; Ottomans</p>
<p>Garment &amp; Literature Racks</p>	<p>Office Furniture</p>	<p>Gondola Shelving</p>
<p>Counters &amp; Cabinets</p>	<p>Tables</p>	<p>Table Drapes &amp; Risers</p>
<p>Booth Drapes</p>	<p>Bulletin Boards, Grids &amp; Hooks</p>	<p>Miscellaneous</p>

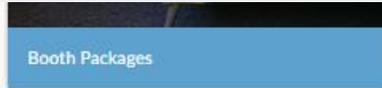
# Electrical



## Electrical

It takes an hour to install one to four electrical drops in the average 20-by-20-foot custom exhibit.

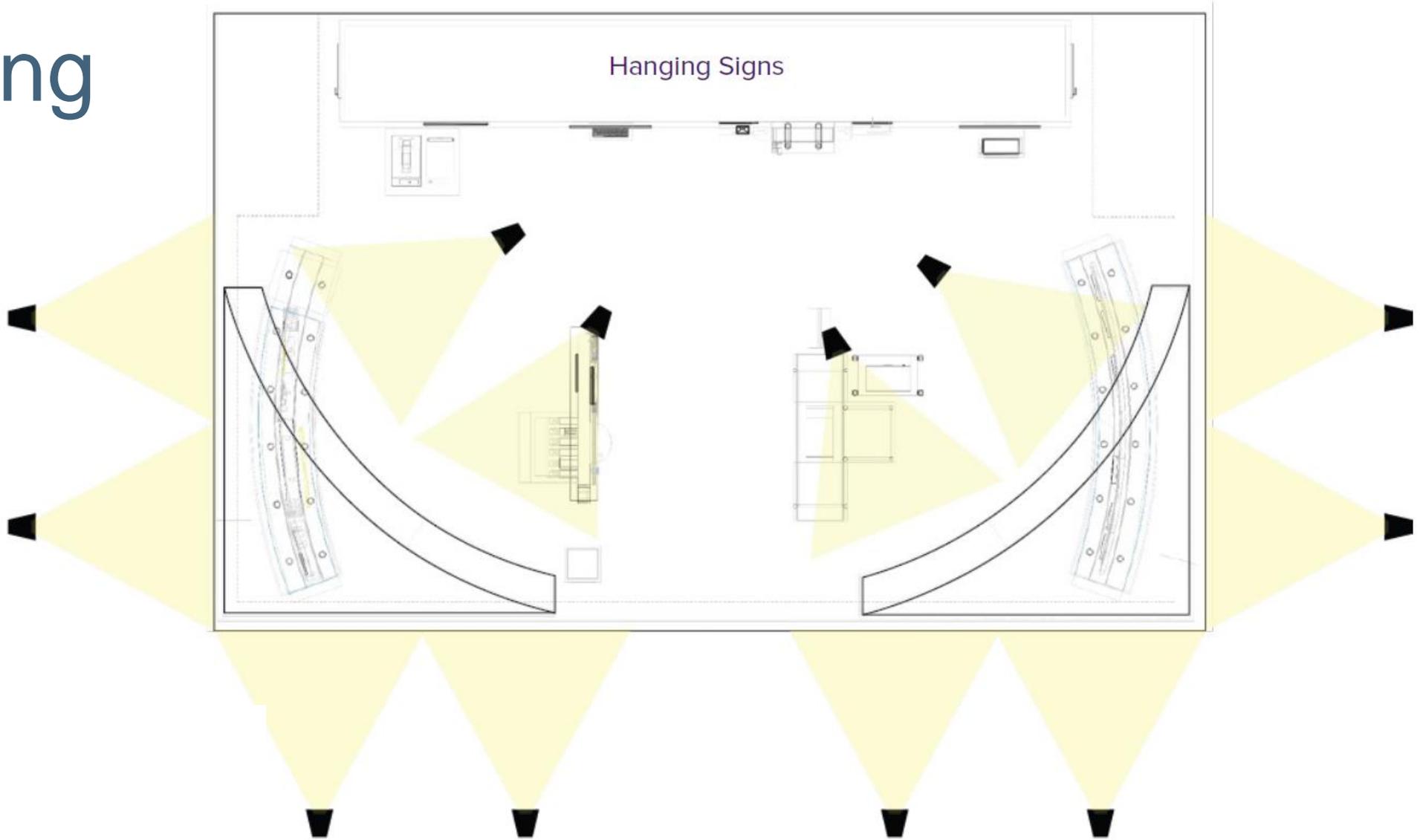
# More Services



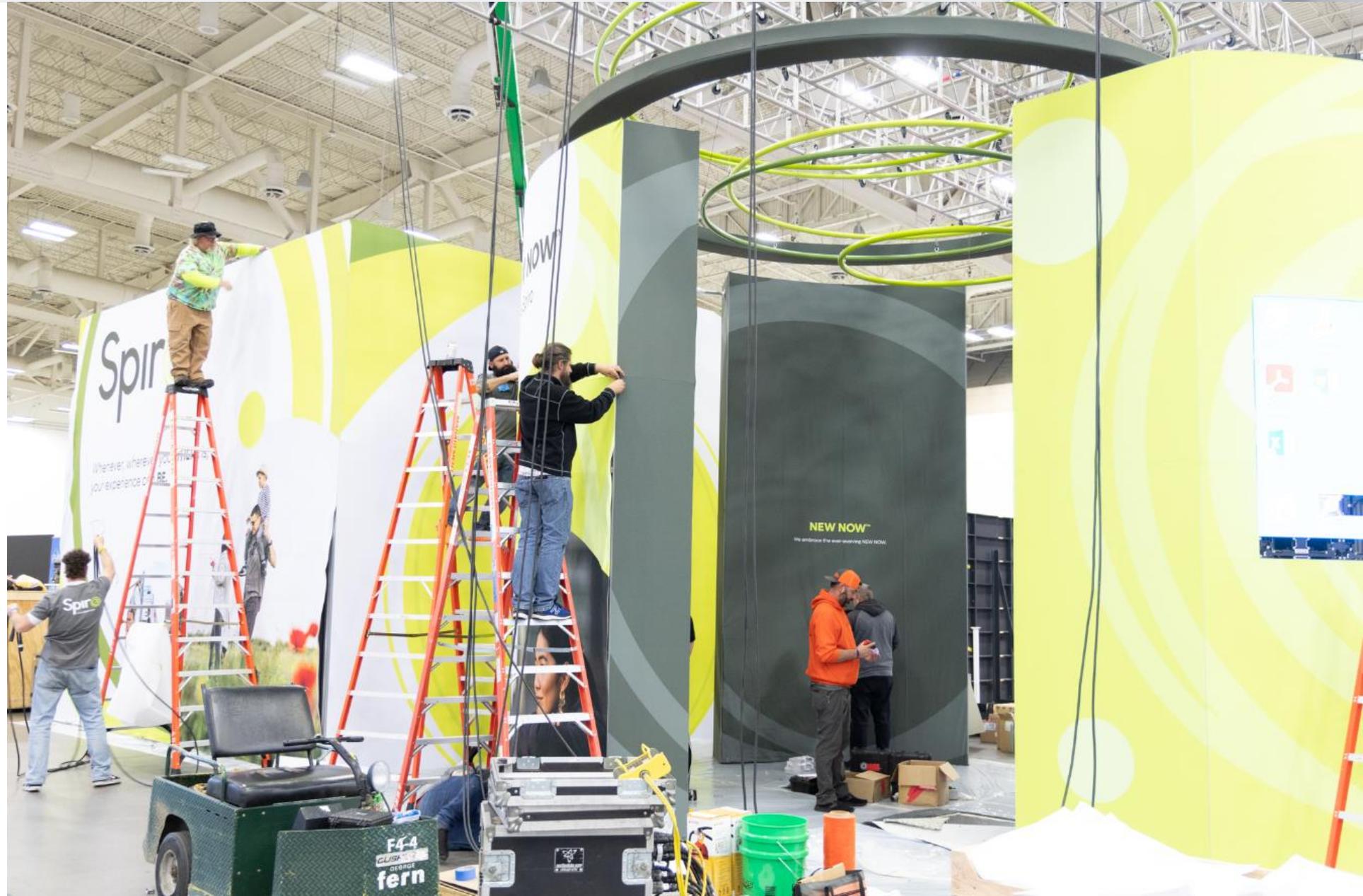
# Audio Visual



# Lighting



# Labor



# Let's Get Technical Reminders

- Early Bird Deadlines
- Approvals / Variances
- Preferred vs Exclusive
- Final Floor Plan

6

# Bringing It All Together

# International



Shipping



Tariffs



Culture



Schedule

# Customer Challenges



Rising costs, limited budgets



Standing out in a crowded field



Eliminating waste – reuse and recycle



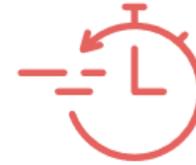
Managing multiple partners



Modularity and flexibility



Increased stress and anxiety



Less and less time



Measurement and ROI



Local and onsite support

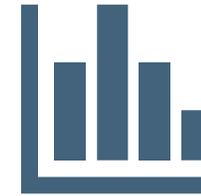
# Future Trends



Sustainability



AI



Measuring and  
Reporting

# Personal Tips

Comfortable Shoes

Portable Charger

Appreciation for Crews

Continuing Education

SMILE



# Wrap Up



# Resources and Next Steps

# Wrap Up



Questions



Evaluation



Quiz / Certificate