First Time Exhibitor Presentation

Tuesday, February 5th, 2019

2:00 pm EST
Presenters

Rob Noble
Sr. Director, Client Relations
Serving the AUA for 16 years

Sheila LeMaster
VP, Exhibitor Service
Getting Started.... It’s all about the plan

• Exhibitor Resources
• Have a plan/budget
• Display Rules
• Chicago McCormick Work Rules
• Who Does What
• Ordering Services
• GES National Servicenter
• Important Dates
• Target Freight
Exhibitor Resources

http://www.aua2019.org/exhibitor-central/exhibitor-resources

Comprehensive listing:
- Exhibit Booth Configurations
- Contractors, Labor, & Security
- Facility Requirements
- Liability Insurance
- Exhibitor Conduct
Create a Checklist

### PRE-SHOW

<table>
<thead>
<tr>
<th>Item</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Budget</td>
<td></td>
</tr>
<tr>
<td>Exhibit Space Rental</td>
<td></td>
</tr>
<tr>
<td>Exhibit Design</td>
<td></td>
</tr>
<tr>
<td>Exhibit Purchase or Rental</td>
<td></td>
</tr>
<tr>
<td>Marketing, pre-show, web, giveaways, press releases, sales training, sponsorship, attendance promotion</td>
<td></td>
</tr>
</tbody>
</table>

### AT SHOW

<table>
<thead>
<tr>
<th>Item</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Locate booth</td>
<td></td>
</tr>
<tr>
<td>Locate GES Servicenter® / Show Management</td>
<td></td>
</tr>
<tr>
<td>Comfortable closed toe shoes</td>
<td></td>
</tr>
<tr>
<td>Familiarize self/team with facility services, food, restroom, etc.</td>
<td></td>
</tr>
<tr>
<td>Gather daily lead retrieval reports</td>
<td></td>
</tr>
<tr>
<td>Confirm move-out arrangements</td>
<td></td>
</tr>
<tr>
<td>Confirm labor dismantle</td>
<td></td>
</tr>
<tr>
<td>Allow up to 8 hours for empty returns</td>
<td></td>
</tr>
<tr>
<td>Review all show services vendor invoice(s)</td>
<td></td>
</tr>
<tr>
<td>Survival Kit: Chargers, Swiss Army knife, ibuprofen, water/snacks, hand sanitizer, band aids, mints/breath freshener</td>
<td></td>
</tr>
</tbody>
</table>

© 2018 Global Experience Specialists, Inc. (GES)
Display Rules

Exhibit Booth Configurations Include:

- In-Lines
- Perimeters
- Corners
- Peninsulas
- Islands
- Retail Booths
In-line and Perimeter Booths (Pipe & Drape)

- Maximum height 8’3”
- No material in the front 5’ portion of the booth may exceed 4’ in height

Perimeter same as inline except maximum height 12’
Corner Booths

- A corner booth is an in-line exposed to aisles on typically 2 sides.
- All in-line booth rules apply.
Island Booths
(consult the exhibitor resources guidelines)

- 20’ x 20’ and larger
- 5’ wide access path into booth from all 4 sides
- Maximum height 25’
- All plans must be submitted to the AUA by for pre-approval by March 29th, 2019
Peninsulas

(consult the exhibitor resources guidelines)

- Backs up against another peninsula
- Maximum height is 8’3”
- Accessed from 3 sides
- All plans must be submitted to the AUA by for pre-approval by March 29th, 2019
Retail Booths

(consult the exhibitor resources guidelines)

- Prior written approval from AUA
- 2’ set back
- All plans must be submitted to the AUA by for pre-approval by March 29th, 2019
Chicago McCormick Work Rules
Six Unions
Have no fear!

Teamsters: Handle all material in and out of the hall.

Carpenters: Uncrating of exhibits and display material, booth labor

Riggers: Uncrating, unskidding, positioning of machinery

Decorators: Hanging of all non-electric signs, drape and cloth installation

Electricians: Responsible for install and dismantle of anything electrical

Plumbers: Handle compressed air, water, drain or natural gas
Exhibitor Bill of Rights

- An Exhibitor Employee may perform work in a booth of any size
- Use of ladders, hand tools, cordless and powered tools permitted
- Exhibitors may load/unload material from automobiles and small utility vehicles at a designated dock and time

Exhibitors may perform the following work in their booth:

i. Setting up and dismantling
ii. Assembling and disassembling materials, machinery or equipment
iii. Installing all signs, graphics, props, other decorative items and drapery, including the skirting of tables
iv. Delivering, setting up, plugging-in, interconnecting and operating electrical equipment, computers, av devices and other equipment
v. Skidding, positioning and re-skidding all exhibitor materials, machinery and equipment using their own non-motorized hand trucks, non-hydraulic hand trucks and dollies
Who Does What?

- Booth Furnishings
- Chairs and Seating
- Carpet and Flooring
- Exhibit Rental
- Material Handling
- Logistics
- Graphics
- Hanging Signs
- I&D Labor
- Cleaning
- Audio Visual
- Utilities including electrical, plumbing, gas

OR

- Telephone
- Cable TV
- Internet Services
- ASUV Program
- Catering (SAVOR)
GES Expresso
http://ordering.ges.com/071600658

• Create your own account
• Online portal to GES and Facility Services
• Access 24/7
• Year over year order history
• All pertinent target freight information

Chat with us http://www.ges/.com/chat
National Servicenter

Open 8:00 am – 8:00 pm EST
Toll Free Dedicated line
800.842.6309

www.ges.com/chat

Verbal orders accepted
Translation services

Pre-Show Coordinator
For all things GES, contact:
Kayla Yim

tjohnson@ges.com
Important Dates

Pre-Show

- **Tuesday March 26, 2019**
  Advance shipments may begin arriving at the warehouse

- **Friday April 5, 2019**
  Discount deadline date for advance orders

- **Thursday April 18, 2019**
  Last day for advance shipments to arrive at warehouse without surcharges
Important Dates

Exhibitor Move-in

Monday April 29, 2019 8:00 am – 6:00 pm
(see target freight plan)

Tuesday April 30, 2019 8:00 am – 6:00 pm
(see target freight plan)

Wednesday May 1, 2019 8:00 am – 6:00 pm
(see target freight plan)

Thursday May 2, 2019 8:00 am - 5:00 pm
(general move-in)
Advance to Warehouse
March 26 – April 18

VS

Direct to Show Site Freight

Target Freight Direct to Site
Automobile and Small Utility Vehicle or ASUV Program
Important Dates

Event Hours

Friday May 3, 2019 10:00 am to 4:00 pm
Saturday May 4, 9:00 am – 6:00 pm
Sunday May 5, 9:00 am – 4:00 pm
Important Dates

Exhibitor Move-out

Sunday May 5, 2019 4:00 pm – 10 pm
(allow 5 – 8 hours for all empty containers to be returned)

Monday May 6, 2019 8:00 am – 5:00 pm

Tuesday May 7, 2019 8:00 am – 12 noon

All carriers must be checked in by 12 noon on Tuesday May 7, 2019
Questions Tomorrow?

- **Ordering Services/GES:**
  Kayla Yim kyim@ges.com

- **General Questions/GES:**
  Rob Noble r noble@ges.com

- **General Question/AUA/McCormick Services**
  Diana Vacchiano dvacchiano@auanet.org

THANK YOU