



DETERMINE YOUR BOOTH PLAN

Design a memorable in-booth experience.

No matter the size, your booth should tell a seamless brand story, and include company graphics. Create an interactive experience that circles back to your brand and event objectives. Design the attendee journey and in-booth activations with your target audience in mind.

Did you purchase a booth package? What does it include?

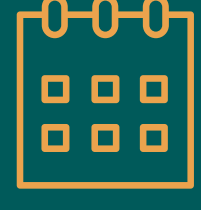
If your booth space includes furnishings like carpet, tables, or lighting. Do you need to identify size, color, or location? Be sure to make arrangements before key deadlines.

Will you rent, build, or use existing materials?

Consider booth rental options and sustainability. Envision a custom build? Work with Freeman to create a booth that embodies your brand and creates memorable in-booth experience.

[HERE ARE SOME BEST PRACTICE EXAMPLES](#)

QUICK TIPS:



Start early in planning to take advantage of discounts.



WHAT ADDITIONAL ITEMS NEED TO BE ORDERED

Do you need electrical?

There are typically up to three components of an electrical order: power, union labor required to install electrified items, and lighting fixtures you might wish to rent. Understand where power will be pulled from (usually from a floor port in or adjacent to the booth) and what locations in the booth you will require power distributed. All electrical work will need to be done by union electricians - plan in advance to have the cords laid out before the flooring is installed.

Do you need to hire labor to install or construct your booth?

Make sure you order your labor in advance so your needs can be included with initial labor calls. If you wait to order labor on site, you may need to wait for a laborer to finish another project before starting yours.

Do you plan on hanging a sign or banner above your booth?

Ship to the advanced warehouse labeled as a hanging sign instead of direct to show site. Along with an order to Mills James and Show Management, the sign can be installed before aisles are congested with shipping crates. **This will save time and money.**

Do you want to build your database of new leads and prospective customers?

Order this easy-to-use lead retrieval equipment and you will have access complete contact information of those individuals that visit your booth, allowing for seamless follow-up and the ability to send marketing materials directly to prospective customers during and after the event. If you need further assistance, please email exhibitorservices@maritz.com

[LINK TO ORDER FORM](#)



NEED FREEMAN'S ASSISTANCE?

Please contact Exhibitor Services at exhibitorsupport@freeman.com or call 888-508-5054



WHAT YOU CAN AND CAN'T DO

What impact will local unions have on your installation?

Understanding the local union jurisdictions will help reduce stress and frustration. Visit the Exhibitor Service Manual to learn what you can and cannot do in your booth.

[LINK TO DETAILED INFORMATION](#)

Hand carry do's & don'ts

If you plan to drive to HCD and carry display structures and merchandise to your booth, make sure you know what is permitted. Some facilities don't allow wheeled carts or hand trucks.

Cardboard Storage

Storing empty containers behind structures or drape is not permitted for fire safety. Make plans to store these items off site or with Freeman to be returned at the conclusion of the event. Everything must be labeled with your company name and booth number.



Make note of key deadlines to save money. Avoid late fees.



UNDERSTAND SHIPPING AND MATERIAL HANDLING

Shipping is the movement from your facility to the show site or advanced warehouse. Use carriers that specialize in trade show logistics.

Remember: bring a list of tracking numbers and/ or bills of lading with you on show site. Number each piece of freight and bring an inventory of what is in each box and/or crate.

Material handling is the movement of your freight from the show site loading dock (or warehouse) to your rented booth space at a cost. This cost is calculated **per pound**. Consolidating shipments in crates or shrink-wrapping skids for better ease.

[MATERIAL HANDLING CALCULATOR](#)

Overnight Shipping Carrier

If you ship your boxes with a company like UPS or FedEx, "guaranteed time" only refers to the facility. Additional time is needed for Freeman to record the full shipment and deliver boxes to the individual booths.

Shipping Options

Please follow the guidelines laid out by Freeman to ensure your shipments are delivered in a timely and organized manner. There are two main ways to ship; shipping to the warehouse or straight to showsite.

[CLICK HERE FOR SHIPPING LABELS](#)

Labeling Empty Boxes and Containers

When boxes and/or containers are empty, be sure to tag them with the Freeman designated EMPTY stickers. Do not forget to include your company name and booth number. The process of returning all empty containers can take up to 6 hours.



Invoices maybe dropped in your booth or may be emailed prior to the last day. (Check with Freeman)



SAVE TIME AND HEADACHES: Consolidate shipments, ship in crates or shrink-wrap to skids



HOTELS & REGISTRATION

HCD has approved EventSphere as the official housing provider. Visit the show website hcdexpo.com to view exclusive hotel rates and benefits. It is recommended to keep the aisles clear to help expedite the return of labeled empty containers, pallets and boxes. Tools and equipment needed to dismantle prior to returned empties should be stored off site.

Register all booth staff and visiting executives in advance to reduce the time in onsite lines. Everyone will be required to show a picture ID to collect their badge.



WHEN HCD CLOSES

Once the show closes and the aisle carpet has been rolled up, empty crates/boxes will begin to be returned to your booth. It may take up to **6 hours to return all empty containers**. It's important to keep the aisles clear to help expedite the return of labeled empty containers, pallets and boxes. Tools and equipment needed to dismantle prior to returned empties should be stored off site.

After your booth and merchandise is packed up, you will need to fill out a bill of lading and turn it in to the general service contractor so the shipping company can pick up your shipment. Nothing can be released to the shipping company until that bill of lading is completed and turned in.



FINALIZE YOUR INVOICE ON SHOW SITE: If you have any questions on charges it is best to resolve while on show site.