

F R E E M A N

1st Time Exhibitor Guide

Tips for Streamlining Exhibit
Logistics & Operations



Webinar Objectives

- Gain a better understanding of the role of the General Service Contractor, the services they provide, & how they can help contribute to your success
- Learn tips & best practices to make the exhibit experience hassle-free

Your Moderator

Jay James, Vice President Exhibitor Sales, Freeman

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Ask the Experts...

1. "Raise your Hand"
2. Send Question via Chat
3. Hold question for Q & A at the end of the webinar

Plan to Succeed

- The average exhibitor spends a majority of pre-show planning time managing exhibit logistics
- On Average, 43% of the total show budget is consumed by: an exhibit (20%), show services (14%) & transportation (9%)
- If key order deadlines are Missed, exhibitors could pay up to 30% more for show services
- Communication with show service providers can facilitate success

Avoiding Cost Overruns

- Meet the show contractors' discount deadlines to get "Early Bird" Discounts
- Cut out the middle man
- Plan for emergencies & last-minute opportunities
- Always make order changes in writing
- Bring all confirmations & paperwork to the show

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General Service Contractor

- Audio Visual
- Carpet /Furnishings
- Labor
- Rental Exhibits
- Hanging Signs & Graphics
- Domestic Transportation
- Material Handling
- Rigging Equipment & Labor

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Official Service Contractors

- Lead Retrieval: Experient
- Phone/Internet/Network Svcs: Smart City Networks
- Computer Rental: SmartSource
- Electrical & Plumbing: Harper Wood Electric Co.
- Floral Service: Convention Plant Creations

Complete List:

[http://otcnet.org/2010/pages/exhibits/documents/OfficialServiceContractorsforESMUpdate1\(2\).pdf](http://otcnet.org/2010/pages/exhibits/documents/OfficialServiceContractorsforESMUpdate1(2).pdf)

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Exhibitor Service Manual Available at:

<http://www.otcnet.org/2010/pages/exhibits/esm.html>

Online ordering of show services is available through
Freeman OnLine at:

<http://www.freemanco.com/store/show/showInformation.jsp?showID=199081>


PDF versions of order forms also available
from Freeman OnLine


Check online for the most updated version of Target Freight
Floorplans

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Freeman OnLine Show Page

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 **Offshore Technology Conference**
Reliant Park • Houston, Texas, USA
3-6 May 2010

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[My Dashboard](#) [Show Information](#) [Order Products & Services](#) [Forms & Brochures](#) [Show Account Summary](#)


Show Information

- Quick Facts / Reliant Center
- Quick Facts / Reliant Arena
- Third Party (EAC) Billing Authorization
- Show Contact Information

Concierge Elite

- My Freight Set Up
- My Requests
- My Freight Tracker
- My Orders

[OFFSHORE TECHNOLOGY CONFERENCE](#) > Order Products & Services

OFFSHORE TECHNOLOGY CONFERENCE  [Print This Page](#)

May 3-6, 2010
RELIANT PARK, HOUSTON, TX

Save the Date! Freeman will be hosting a 1st Time Exhibitors Webinar, Thursday, March 18th at 10:00AM C.S.T. For more information please e-mail Rachel.Jones@freemanco.com or call 214.451.3798.

Welcome to Freeman OnLine!

To place an online order for Freeman services, select ORDER FREEMAN SERVICES or let our EXHIBITOR WIZARD guide you through the ordering process.

If this is your first time using Freeman OnLine, click on the LOGIN link to register.

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Things to look for in the Exhibitor Services Manual:

- Chronological Checklist for Deadlines
- Display Rules & Regulations; Venue Regulations
- Freeman Quick Facts
- Targeted Floor Plans (Check online for updated version)
- Exclusive vs. Recommended Contractors

Terms to Know

- Advanced Freight -vs- Direct Shipment
- Target Freight Move-In
- Exhibitor Service Center
- Empty Crate Labels
- Marshalling Yard
- Material Handling Agreement

Exclusive Services vs. Recommended Contractors

- *Exclusive Services*: The General Contractor performs the services Listed. Exhibitors arrange for these services with the General Contractor.
- *Recommended Contractors* work with OTC 2010 to offer competitive rates. Some have the added benefit of an onsite fully staffed service desk. Exhibitors are not obligated to secure the services of “Recommended” Contractors.

Freeman Can Play a Key Role in Your Success to Help Ensure:

- Smooth process before, during, & after the show
- You get everything needed on-time for your exhibit
- Stay within budget
- Freeman can accomplish these easier if you communicate your needs & questions to us.

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Tips for Working with Freeman

- Consider Freeman a partner for providing services you need for a successful show
- Read the Exhibitor Service Manual carefully; highlight all deadlines
- Incorporate the show's deadline list into your master timeline for all strategic & logistical show-related tasks
- Ask questions & ask for help, we're here to help you have a great experience

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Freeman Personalized Service

- General Questions - Lora Sims, Exhibitor Services

Lora Sims, Lora.Sims@freemanco.com | PH: 713-434-4647

- For Assistance with complete exhibit program management, including design, rental, installation & dismantle labor:

Jay James, Jay.James@freemanco.com | PH: 214-451-3797

Kimberly Todd, Kimberly.Todd@freemanco.com | PH: 214-451-3818

- International Exhibitors May Contact:

Matt Tumulty, Matt.Tumulty@freemanco.com | PH: 214-445-1242

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Ordering Services with Freeman OnLine

- Online access to all forms & show information including links to other Show Contractors, 24/7
- Order online or use interactive PDF order forms that can be printed, E-mailed, faxed or mailed to Freeman
- Material Handling Calculator allows you to estimate costs in advance so you can budget more effectively
- Exhibitor Wizard walks you through the ordering process so nothing is forgotten or overlooked
- Create a Saved Order Template to make it easier for future orders

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Concierge EliteSM

Mobile



Portal

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Welcome Exhibitor

[My Dashboard](#)

My Profile

- Personal Information
- Login Information
- Company Information

My Dashboard

Welcome to your Dashboard. This area gives you a quick way to review your upcoming shows, your orders and your show invoices. Don't see your show listed? Use our search tool to find it.

Date	Name	Address - City	State	Cost Total
1803/2009	THE SHOW BY FREEMAN	DALLAS TX		\$0.00

Don't see your show?

Show Name:
Show City:

[More options](#)

Orders

Selected Show Name:

Scheduled Booth Number:

Date: Order: Booth: Amount:

You must select a show.

Show Invoices

Selected Show Name:

Scheduled Booth Number:

Date: Invoice Number: Booth: Amount:

You must select a show.

Powered By FREEMAN

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FREEMAN

Concierge Elite Portal

Identifies this as a
Concierge Elite show

The screenshot displays the Concierge Elite Portal for 'THE SHOW BY FREEMAN'. The page features a navigation menu with options like 'My Dashboard', 'Show Information', 'Order Products & Services', 'Forms & Brochures', and 'Show Account Summary'. A sidebar on the left lists various services, with 'Concierge Elite' highlighted in a red circle. The main content area provides show details, including dates (Saturday, 10/17/2009 - Thursday, 11/12/2009) and location (MARKET HALL, DALLAS, TX). It also includes a table of important dates and a 'Powered By: FREEMAN' logo at the bottom.

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Shopping Cart 0 Items

THE SHOW BY FREEMAN
Saturday, 10/17/2009 - Thursday, 11/12/2009
MARKET HALL, DALLAS, TX

Welcome CExhibitor

Search Tips Search Advanced Search

My Dashboard Show Information Order Products & Services Forms & Brochures Show Account Summary

THE SHOW BY FREEMAN > Show Information

THE SHOW BY FREEMAN

Saturday, 10/17/2009 - Thursday, 11/12/2009
MARKET HALL, DALLAS, TX

Welcome to Freeman OnLine@!

To place an order for Freeman services, select ORDER FREEMAN SERVICES or let our EXHIBITOR WIZARD guide you through the ordering process.

If this is your first time using Freeman OnLine, click on the LOGIN link to register.

If you need assistance, please contact our Exhibitor Services Department at (214) 634-1463.

Concierge Elite offers you convenience right from the start!

Easily access your show details and personalize your options online. You can track show site freight, submit requests for assistance, view Freeman orders, create and submit outbound paperwork all online.

Concierge Elite gives you instant access to the information you need to enhance your show experience.

Order Products & Services

Important Dates

Date	Event	Time
Thu 10/15/2009	Exhibitor Move-In	08:00 AM 08:00 PM
Thu 10/15/2009	Show Date	08:00 AM 08:00 PM
Thu 10/15/2009	Exhibitor Move-Out	08:00 AM 08:00 PM

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Concierge EliteSM

Exhibitor Benefits:

- Shorter service center lines
- Less time spent walking to/from the service center
- Exhibitors control the type (email or text) and amount of show logistics information they want to receive
- Two different ways to access Concierge Elite, through mobile or portal
- More free time to spend on more valuable activities such as networking
- Simplify: keep track of everything on one portal

Installation & Dismantle (I & D)

- Plan both at the same time
- Maximize your straight-time hours
- Install takes twice the time as Dismantle
- Understand local unions & their jurisdictions, especially for complex exhibits
- Walk through your entire set-up schedule with your Exhibit House or I&D Contractor

Tips for Working with Show Labor

- Adhere to Union Jurisdictions & work-rules.
- When in doubt, check with the Freeman floor manager.
- Treat your labor crew with respect.
- Know your crew; call them by name.
- Set timing expectations & share photos, renderings, experience.
- Give positive feedback.
- Do not confront a “problem” laborer; notify the Service Desk, Labor Desk, or Union Steward.
- Work closely with your “Lead” Laborer to delegate assignments.
- Do not offer cash “Gratuities” or “Tips”.
- Be someone the laborers will want to come back to work with during Dismantle.

Exhibit Transportation – Things to Consider

- Who's responsible for plan shipping?
- What will you ship?
- What type of carrier provides the services you need:
 - (Equipment, Timing, Labor, Storage)
- When will your freight ship & arrive?
- Will you ship to the Advance Warehouse or Show Site?
- Variables in cost of shipping
- Use carriers with a Trade Show Division who understand the Trade Show Process (Weight Slips, Waiting Time, Marshalling Yards, Etc.)
- Shipping coordinates with Material Handling on site
- An inventory should be taken when first set-up person arrives

Freeman's Commitment to Exhibitors

- Complete focus on exhibitors & their needs
- Provide a wide variety of products & services for your exhibit
- Offer cost-saving solutions
- Easily accessible before, during, & after the show

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Maximize Efficiency

- Read the Exhibitor Kit!
- Always have a “Plan B”.
- Build relationships with your suppliers & always have 24-hour phone numbers.
- Budget extra funds for contingencies
- Give yourself extra time to get things done.

Questions



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Freeman Houston Exhibit Services

PH: 713-433-2400

FX: 469-621-5613

FreemanHoustonES@freemanco.com

Freeman OnLine Show page:

<http://www.freemanco.com/store/show/showInformation.jsp?showID=199081>

www.freemanco.com

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