

BEFORE THE SHOW

What is a General Contractor?

GES Exposition Services has been selected as the general contractor for the 2004 International CES. They will provide the labor, equipment and services to exhibition managers and exhibitors required to produce the event. Because of the many things that they are responsible for at the show, they are familiar with the key individuals managing the event. If at any time during the planning process you are unsure where to turn, just ask GES or CES - we're both at your service.

Getting Started

Once you've determined your main goals and objectives for the show, you should decide what type of exhibit you want to use. For linear booths (10x10, 10x20, 10x30) GES provides pipe and drape to create side rails and backdrop as well as a Company ID sign, unless you have purchased a special package. Exhibit space is just that -- space. One of your most important show decisions is how you utilize this valuable real estate.

Selecting your exhibit

Now it's time to figure out how you want to represent yourself at the show. Regardless of your budget, graphics can play a big part in how you and your company are perceived on the show floor. They can upgrade a very basic booth and provide a very impressive image.

You may want demonstration areas, a private meeting room or even a second level to maximize your space. Here are some key factors to keep in mind:

- Booth size
- Budget
- Furniture needs
- Meeting space
- Graphic requirements
- Electrical requirements
- Type of Merchandise
- Carpet needs

Utilizing Your General Contractor

GES has been building exhibits for more than sixty years and has been the general contractor on CES for at least twenty-five. You can either buy or rent a booth through GES anywhere in the world. If you are planning to exhibit less than three times this year, you should probably consider renting an exhibit instead of buying one. One of the biggest advantages to renting an exhibit is that there is no need to separately budget for expenses such as shipping, drayage, carpet, Installation & Dismantling (I&D) labor, storage or refurbishment. Renting can return up to 30% of your booth budget otherwise needed for booth maintenance and shipping! It also simplifies the exhibitor's life - just ship your product and/or brochures and you're done. GES can even arrange your shipping for you through GES Logistics for a complete turnkey package!

GES also rents several pre-designed exhibit packages that are very economically priced and provide most of the services you will need all in one price. Order forms will be sent in your Exhibitor Manual with more details and on www.CESweb.org.

A key advantage to using GES is that they are aware of all information about CES. On-site changes can be very costly if any of the rules and regulations are not followed. The basic rules and regulations for constructing your exhibit depend on your booth location and configuration.

Most show managers use general construction regulations, while height restrictions are generally established by both Show Management and the Facility. Since GES works hand-in-hand with the CES show managers, they can help facilitate special requests and variances.

It is important to check with the GES office that is producing your show in advance to confirm whether or not you should order labor. It's better if you order labor in advance. If you wait until you are at Showsite, you may face delays until a crew is released from another job.

If you do need to hire labor, GES' Capstone division is a group of trained installation specialists available to install, maintain and dismantle your exhibit. They supply laborers on an hourly basis - usually with only a one-hour minimum (some other contractors can require anywhere from four to eight hour minimums). They also utilize on-site materials and graphics trailers on large shows, which minimize wait time for last minute orders and requirements. You will find an order form in your Exhibitor Manual with details and on www.CESweb.org, but if you need more information simply send an email to capstone @ gesexpo.com.

Capstone I&D can also handle the complete coordination of all an exhibitor's needs. These services may include:

- Shipping of exhibit
- Delivery of exhibit
- Ordering of electrical and phones
- Ordering of furniture
- Evaluation of labor needs
- Supervision of labor
- Coordination of outbound shipping

Exhibitor Manual

When you get your Exhibitor Manual, make sure to read it **all the way through**. Be sure to become familiar with the order forms and their respective due dates. Although some Exhibitor Manuals can read a bit like stereo instructions, trying to plan your tradeshow participation without knowing the facts can result in disaster. You will receive your manual approximately 90 - 120 days before the show but if you have questions before you receive it, just contact show management or GES.

The Exhibitor Manual contains information and instructions regarding participation in the show. Inside you will find a *wide* variety of information including general show details (hours/colors), targeted floor plans, facility regulations, registration instructions, and even liability and insurance recommendations. It also has details about GES products, services, and billing policies. So you can see why it is a key resource!

Understanding Your Options

The providers in your Exhibitor Manual are all known as Official Contractors. They are easy to work with since they will typically have a service area set up at the show, have more resources at the show and already have insurance information on file with the organizer.

Any service providers other than those found in the official Exhibitor Manual are referred to as Exhibitor Appointed Contractors or EAC's. If you wish to use an outside contractor you must complete an EAC form, found in your Exhibitor Manual, and provide their insurance information, and sometimes actual workers' names, to Show Management and GES. This information is usually required to be submitted no later than thirty days from the first move-in day.

GES' Exhibitor Services

GES' Exhibitor Services organization is the group responsible for answering exhibitor questions, processing your orders and handling any special requests. They are the conduits between production, exhibitors and show management. Regardless of your problem you can contact them for advice and information about the show -- if they don't know the answer, they'll find it!

FOR ASSISTANCE: GES National Servicecenter, (800) 475-2098.

Facility Services / Show Utilities

Utilities are typically ordered through the facility contractors hosting the event. Items such as telephone lines/handsets, Internet access, and satellite links are coordinated by the in-house contractors, who, in most cases are exclusive, meaning no other contractor is allowed to perform these services. They can also be responsible for booth cleaning and electrical power so be sure to check your Exhibitor Manual to find out who is in charge of this work at your show. Of course, our exhibitor services staff is always available to help you get to the right person if you have any trouble.

Electrical Services through GES

Electrical power is available through the official contractor TSE. TSE (Tradeshow Electrical) is a division of GES and is the official electrical contractor at CES.

When completing your Electrical Services order form, be sure to address the following points:

- Floor plans / Layout Diagrams -- Make sure you include a drawing of where you need your outlets, and indicating the neighboring booth numbers.
- Ok to Proceed -- If you would like to have your electrical outlets installed before you arrive at the show, be sure to let us know that we can proceed without you. This allows us to install as early as possible and you can simply confirm the locations once you arrive!
- 24-hour Power- Recommended if you have a refrigerator, fax machine or computer that requires constant power. If you do not order 24-hour service, your power will be turned off at the end of each day.
- Distribution Labor - Required for any booth with more than one outlet location per drop of power.
- Electricians are also needed to plug in all lights and equipment to ensure proper load distribution and to reduce risk of fire.

Calculating how much power you need to order can sometimes be confusing. If you are having trouble, just contact tse@gesexpo.com.

Furniture Rental

GES offers a wide variety of standard and specialty furniture on a rental basis. All items are automatically delivered to your booth (usually the day before the show opens) and picked up after the show. Please review your Exhibitor Manual for specific descriptions -- and just ask if you don't see what you're looking for. GES may be able to find it for you!

Carpet Rental

Depending on the venue selected for your event, you can expect either bare concrete or ballroom carpet in your booth space. Exhibitors must cover their floor space at CES, either with carpeting or professional flooring to match your exhibit.

GES offers three grades of booth carpet for rental in various colors. Prices shown on the order form include delivery, installation and removal. It is important to note that standard carpet sizes are 9' x 10' even if your booth size is 10' x 10'. This is because most booths utilize a backwall and do not utilize the rear 1' of the area. Custom cut carpet is available if you prefer to completely cover your booth space. Also, colors are not guaranteed to match if you order multiple 10' carpets due to different dye lots.

Booth Cleaning

CES provides nightly vacuuming on show days. This is typically a service the exhibitor pays for at a tradeshow, but CES provides this complimentary. Other booth cleaning services you may want to consider:

- *Shampoo* - Your carpet is shampooed the night before show opening and/or each night thereafter.
- *Periodic porter* - Trash is emptied at specific intervals.

If you plan to have food and/or beverages in your booth it is a good idea to use the porter service. Empty cups and napkins can pile up quickly and places to dispose of them are not usually nearby!

Material Handling / Drayage

Once your shipment(s) arrive at showsite, GES labor will deliver them to your booth using their equipment. Individual exhibitors may hand carry their own items into the hall as well however, they may not use any type of equipment (i.e. handcarts, four-wheel dollies, push carts) due to Union Labor regulations. GES is responsible for:

- Storage of exhibitor materials during the show on an access basis,
- Storage of empty crates and containers during the show,
- Return of empty crates and containers at the close of the show, and
- Loading of outbound crates and containers at the close of the show on a carrier chosen by the exhibitor using a GES bill of lading completed by the exhibitor.

Because of the handling labor and equipment required to provide these services, all exhibitors are charged a fee per each 100 pounds of freight received through the dock(s), with a minimum 300-pound limit - commonly referred to as material handling or drayage. Some of the common mistakes that can result in higher drayage charges include:

- *Multiple small shipments arriving separately* - There is usually a 300 pound minimum per shipment over 50 lbs.
- *Missing your target date* - If there is no way to avoid missing your target date, contact GES to see if you can change it.
- *Trucks arriving too late* - GES uses a 2:00 pm check-in time as the cut-off for overtime rates (25-35% above normal rates).

You have the option of shipping to either an advance warehouse or directly to showsite. While the advance warehouse rates are slightly higher than those for direct shipments, there are several distinct advantages:

- Free storage for up to 30 days prior to the show,
- Priority delivery to showsite (it is often delivered with GES equipment), and
- Ease of verifying receipt at warehouse far before the show moves in.

In order to use the advance warehouse you must have shipments arrive by a pre-determined date. Check out the Material Handling page in your Exhibitor Manual for more information on what types of shipments are accepted and specific cut-off dates.

Shipments arriving at the showsite are handled differently depending on how much freight is expected for the show. For CES, GES designates an off-site marshalling yard. Be sure that you notify your carrier of the location and hours. Also, carriers are assigned an unloading number according to driver check-in time so make sure they arrive early!

GES weighs each shipment as it arrives and compares the results to the bill of lading. A certified weigh ticket is attached to the receiving paperwork for any shipments that are adjusted.

Insurance Recommendations - Limits of Liability

As stated in your Exhibitor Manual, GES and its subcontractors limit their liability for damage based on various criteria. Be sure to read the Limits of Liability & Responsibility page thoroughly to avoid potential losses. We recommend that you insure your freight from the time it leaves your place of business unit it is returned after the show. This can usually be done with riders to existing policies, or you can use the Protection Plus program provided in your manual.

Move-in Schedules

Most tradeshow follow a basic move-in structure:

1. Measure and mark the floor to show all booth spaces
2. Hang aisle and exhibitor signs
3. Set up pipe and drape

4. Set up Exhibitor Servicer
5. Deliver warehouse freight
6. Install rental carpets
7. Start to install rental booths
8. Exhibitors start moving in
9. Deliver showsite freight
10. Pick up empty containers for storage
11. Lay aisle carpet
12. Show opens to attendees
13. Maintain all properties during show
14. Aisle carpet is rolled up and removed at end of show
15. Exhibitors or GES labor begins dismantling booth structure
16. Return empty containers to booths
17. Pick up outbound shipments in booths
18. Turn over shipments to outbound carriers
19. Pick up decorating equipment from show floor
20. Remove hanging signs
21. Remove all trash and return hall to former condition

Tradeshow installation schedules are designed around a Last In / First Out model. Hanging signs are installed first since the equipment required would have difficulty moving around in a full exhibit hall. Aisle carpet is sometimes laid at 3:00 am to allow equipment maximum access to the show floor!

On CES, GES works with show management to determine a targeted move-in schedule. This allows high traffic areas to remain clear, i.e. in front of freight doors and/or large exhibits. Shipments that arrive on days other than the target date are charged an additional fee. See the target map included in your Exhibitor Manual.

Early Move-in Requests

If you require more time than has been allotted to install your exhibit, you can request an early move-in from GES and/or show management. Contact GES at (702) 457-5075. Generally this is reserved for large exhibits with extensive structures but may also be possible for a smaller booth depending on its' location on the show floor. GES will do whatever they can to accommodate all requests but cannot guarantee the availability of early move-ins.

Pre-show Checklist

Many service providers have set an early December date as their advance order deadline to qualify for an advance rate. GES and other contractors require up to 30 days notice. We have provided a sample checklist, on the next page, with the most common services required for an exhibitor's booth.

Showsite Preparation Checklist

Some items like brochures and business cards are obvious to bring with you to the show. However, there are a several important things that are indispensable when confirming your services at showsite. We have provided a sample list - be sure to bring these items along with you to help avoid problems at the show.

SHOW SERVICE CHECKLIST

<u>Service</u>	<u>Deadline</u>	<u>Date Sent</u>	<u>Date Confirmed</u>
GES Services	_____	_____	_____
Exhibit rental	_____	_____	_____
Installation/Dismantling	_____	_____	_____
Labor	_____	_____	_____
Furniture rental	_____	_____	_____
Carpet rental	_____	_____	_____
Graphics	_____	_____	_____
Material Handling	_____	_____	_____
Graphics	_____	_____	_____
Phone/Internet Line	_____	_____	_____
Electrical Services	_____	_____	_____
Booth Cleaning	_____	_____	_____
Computer Rental	_____	_____	_____

Floral/Plants	_____	_____	_____
Lead Retrieval	_____	_____	_____
Audio Visual	_____	_____	_____
Hanging Sign	_____	_____	_____
Food & Beverage	_____	_____	_____
Photography	_____	_____	_____
Inbound Shipping	_____	_____	_____
Outbound Shipping	_____	_____	_____

SHOWSITE PREPARATION CHECKLIST

<u>Item</u>	<u>Complete</u>	<u>Date</u>
Copies of all Show Order Forms	<input type="checkbox"/>	_____
Exhibit rental	<input type="checkbox"/>	_____
Installation & Dismantling Labor	<input type="checkbox"/>	_____
Furniture rental	<input type="checkbox"/>	_____
Carpet rental	<input type="checkbox"/>	_____
Graphics	<input type="checkbox"/>	_____
Phone / Internet Line	<input type="checkbox"/>	_____
Electrical Services (with diagram)	<input type="checkbox"/>	_____
Booth Cleaning	<input type="checkbox"/>	_____
Computer Rental	<input type="checkbox"/>	_____
Floral / Plants	<input type="checkbox"/>	_____
Lead Retrieval	<input type="checkbox"/>	_____
Audio Visual	<input type="checkbox"/>	_____
Hanging Sign	<input type="checkbox"/>	_____
Food and Beverage	<input type="checkbox"/>	_____

Photography	<input type="checkbox"/>	_____
Shipping carrier contact name & number	<input type="checkbox"/>	_____
Shipment tracking numbers	<input type="checkbox"/>	_____
Copies of key information from Exhibitor Manual	<input type="checkbox"/>	_____
Corporate Credit Card for showsite incidentals	<input type="checkbox"/>	_____

KEY CONTACT INFORMATION

<u>Company Contacts</u>	<u>Name</u>	<u>Pager</u>	<u>Mobile</u>
GES Exhibitor Services	_____	_____	_____
GES Exhibit & Design	_____	_____	_____
GES Logistics Contact	_____	_____	_____
CES Show Management	_____	_____	_____
Facility Management	_____	_____	_____
Freight Carrier	_____	_____	_____
Photographer	_____	_____	_____
Hotel	_____	_____	_____

AT THE SHOW

Once you arrive

Once you get to Showsite and determine your booth location, find both the show office and Exhibitor ServiceCenter. These two places are your key support centers while you're at the show. And while you're on your way to the ServiceCenter, check on the progress of the services you've ordered - let someone know if anything needs to be done. And do it as soon as possible. If you're not sure who to talk to, just ask at the ServiceCenter. They can either answer your question directly or let you know where you need to go!

Preparing for Show Opening

After your exhibit is setup and your products displayed, you must place empty stickers on your empty containers for storage during the show. Empty crews will start clearing the floor of all tagged material to clear room for other freight. Simply write your booth number, company and show name on the sticker and place the container in the aisle. It will be stored throughout the exposition and returned to your booth upon show close.

There are many exhibitors that have items that need to be accessed during the show, such as literature and promotional giveaways. GES can also store these items in a secure area and allow your booth staff to replenish your in-booth stock at any time. If you would like to use this service just let Exhibitor Services know. They will provide you with the proper paperwork and identification stickers to get the process going. As it is a fire hazard, exhibitors are not permitted to store empty crates or boxes in their booths.

Once the Show is Open

You will often find information in your booth when you arrive each morning - Don't ignore it! It usually contains deadlines or invoicing information that you will need to address. Your show invoices should be delivered to your booth by the day before the show closes. Make some time to review your invoices prior to show closing since disputes or questions are usually easier to resolve at showsite when the people involved are still there. Also, it is general policy not to issue credits once a show has closed - so bring up important issues with your vendors as soon as possible.

You should also confirm your dismantle schedule and instructions in advance to avoid any possible confusion. When scheduling your labor, be sure to leave enough time for empty containers to return from storage. Refer to the move out schedule in your Exhibitor Manual. If you were one of the first ones in the hall, you may be one of the last ones out. The amount of time required also depends upon the total amount of freight on your show - feel free to ask the GES Exhibitor Services representative for advice!

It is also important to confirm your outbound shipping arrangements with your carrier. If your designated carrier does not show up to pick up your shipment, GES has the right to "force" the freight onto another carrier. This basically means that they will give the shipment to another carrier that is already on-site.

Occasionally GES must take freight back to the warehouse for disposition when there is no way to ship it from showsite. As you can probably imagine, these complications can end up costing a lot of time and money.

Closing day

Once the show is closed, you should pack up all materials that you are shipping out and leave them in your booth (boxes are usually available at the GES Service Center if needed). Complete a GES bill of lading and turn it in at the Service Center once your truck has arrived. GES personnel will collect your materials and cart them to the dock for pickup.

AFTER THE SHOW

Prepare for next time

What you've learned through this show experience will be valuable throughout your exhibiting future. Keep copies of all of your order forms, invoices and show manuals. Make time within the first month after the event to compare your costs with your benefits. Track the results of sales leads obtained at the show and make sure they are being contacted. Believe it or not, this is a common mistake made by even the largest and most experienced exhibitors.

Make notes

Don't let this first learning experience go by without jotting down some notes of what worked and what didn't. The next show may be handled by someone else or may be too far in the future to remember all the details when the time comes. You may want to write down the names of people that were especially helpful so that you can call on them again if you need them.