# Exhibitor Essentials: Know Before You Go

**Your step-by-step guide from pre-show planning through move-out.**

Freeman

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# How to use this guide

As your show's official services contractor, Freeman provides ongoing support throughout your exhibiting journey, from planning and ordering to on-site installation and beyond.

Each section of this guide covers a key phase of your exhibiting journey, from pre-show planning through on-site support, and cost-saving tips.

**Looking for an at-a-glance overview? Visit freeman.com**

**1** Getting Started & Pre-Show Planning

**2** Freeman Offerings

**3** Shipping & Material Handling

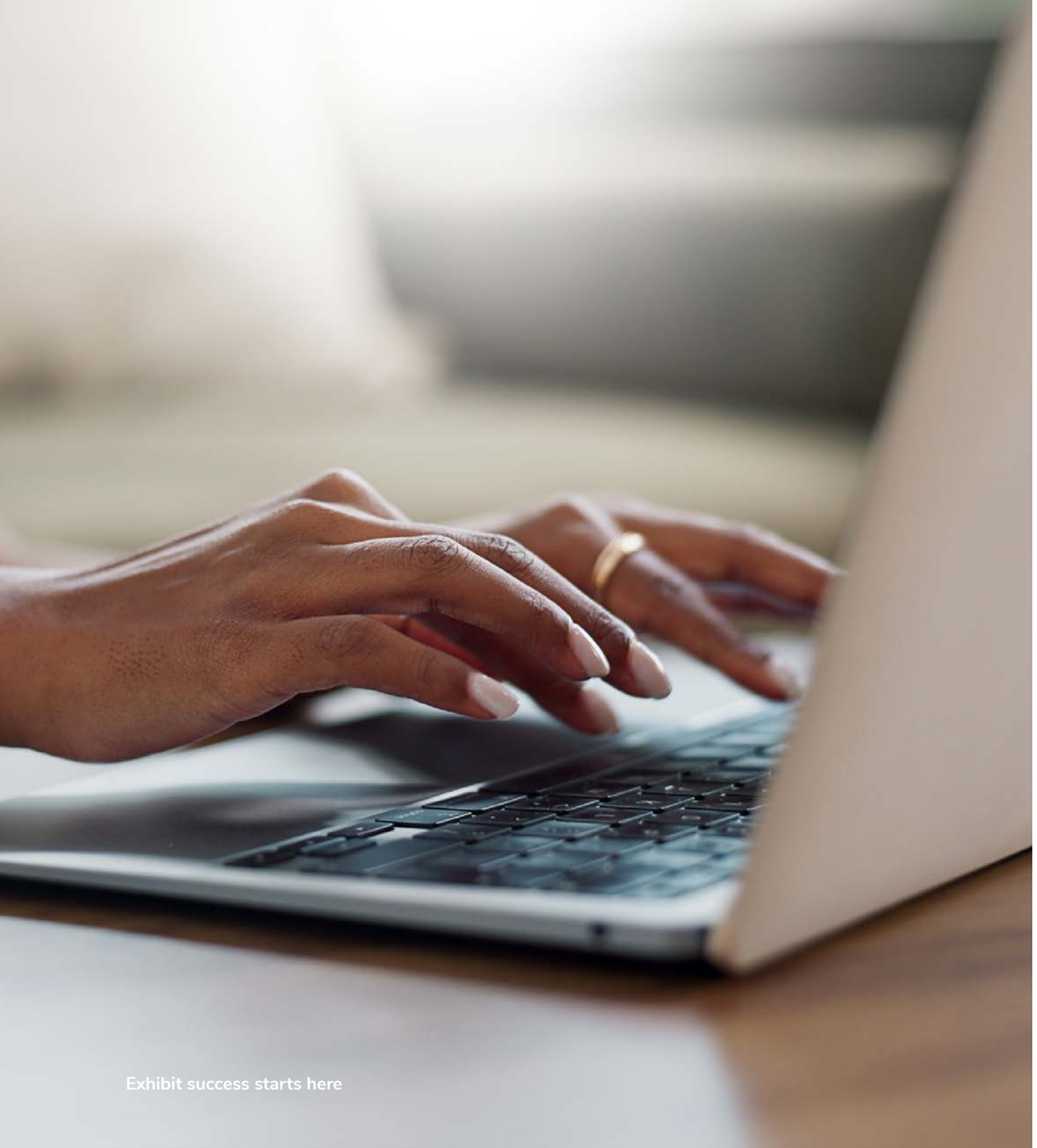
**4** On-Site Exhibitor Support

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# Getting Started & Pre-Show Planning

## A few pre-show reminders coming to your inbox.

Freeman is your official services contractor and provides a comprehensive suite of services to help you build, furnish, and run a successful exhibit. Availability varies by show. Please check your Freeman event page for what is offered or check with your event organizer.

**Freeman sends a series of emails to the contact on file to help guide your planning:**

### Let's get show ready

Your first pre-show email with key links, deadlines, and resources to kick off planning.

### Order soon to save

A reminder that advance order discount rates are expiring. Orders after the deadline are billed at standard rates on-site.

### See you soon

Final pre-show communication with last-minute reminders, on-site logistics, and what to expect on arrival.

### TIP

Ordering services early is the single best way to control your exhibiting costs. Advance order discount rates can represent significant savings compared to on-site pricing.

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# Freeman Offerings

Our online ordering platform puts everything you need in one place. From the homepage for your specific trade show, you can review exhibit booth details, place orders, and manage your entire exhibit experience.

To get started, go to Freeman.com and search for your event by name, or access it via the link in your pre-show email.

### Flooring

A wide selection of carpet, vinyl, turf, and eco-friendly flooring options for every booth and budget, plus carpet padding for added comfort.

### Furnishings

Furniture and décor options, including seating, tables, counters, shelving, and accessories, plus curated bundles based on booth size.

### Exhibit Rentals

Simply Curated Exhibits by Freeman and other rental packages make it easy to get a professional, on-brand booth without designing it from scratch.

### Graphics Production & Design

All rental exhibits include custom-printed graphics areas so your brand is front and center. Add banners, hanging signs, and directional graphics to boost visibility across the floor.

### Display Labor

Skilled labor professionals available to help with exhibit installation, dismantling, and other booth setup needs.

### Material Handling (Drayage)

We unload your freight, deliver it to your booth, store your empties for the duration of the event, and return your empties after the show.

### Shipping

Seamless inbound and outbound shipping solutions, with dedicated specialists available to provide quotes and personalized support before the show and on-site.

### Audio Visual

Audio visual solutions, including lighting, LED and digital displays, and sound, with expert technical support always included.

### Rigging & Hanging Signs

Rigging services for hanging signs, banners, lighting, and other overhead booth elements.

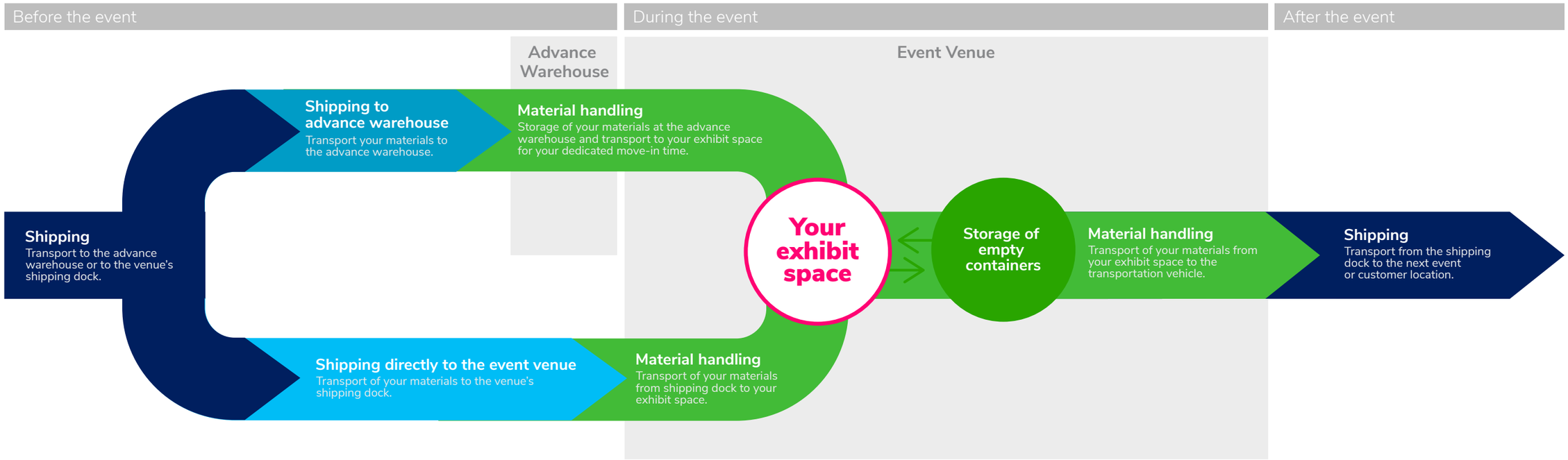
### Electrical & Utilities

Power and utility services for your exhibit, including electrical connections, plumbing, compressed air, and other booth needs.


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# Shipping & Material Handling

Before the show, it's important to understand the differences between shipping to the advance warehouse, direct to show site, and material handling, so we've defined them below. In each case, Freeman will handle your items once they arrive at either approved shipping location.





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# **Shipping & Material Handling** (Cont.)




## Advance Warehouse

Ship to the advance warehouse rather than directly to the show site when possible. This ensures your freight arrives in time for move-in. Use the provided shipping labels to ensure accurate information and shipment to the advance warehouse address listed on the label.

Advance warehouse shipments are accepted during specified dates only, so check your event for the receiving window. Freight is delivered to your booth before you arrive.

## Direct to Show Site

If shipping directly to the show site, your freight must arrive during move-in hours. Late arrivals may incur extra charges.

## Material Handling

Material handling covers the unloading, delivery to your booth, storage of empty containers, return of empties, and load-out of your freight onto your selected carrier. It is billed by the weight of your shipment.


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# Shipping & Material Handling (Cont.)

### 4 ways to make shipping and move-out smoother

#### Consolidate shipments

Consolidating shipments means fewer deliveries to track and helps keep all of your materials together.

#### Detail your labor order

Including set-up instructions with your labor order and inside your crates helps Freeman crews work efficiently, even if you are not yet on-site.

#### Coordinate timing

Ordering labor to begin after your freight arrives lets crews start setup when all of your items are in your booth. If your shipments are delayed, update your Freeman labor team.

#### Priority Return Labels

For a faster return, you can purchase Priority Empty Return Labels through the online ordering platform. This guarantees containers with priority labels are returned within two and a half hours of event close. One label is needed per container stored, and quantities are limited per show.

### Outbound Paperwork

- Every shipment leaving the show requires outbound paperwork, regardless of carrier.
- Fill out shipping details in advance or on-site.
- Once packed, turn in completed paperwork to Exhibitor Services or submit it online, and leave freight labeled in your booth.
- Include the carrier name and a direct phone number to reach that specific carrier—not a transportation broker.List the desired service level, number of pieces, and then sign clearly with your phone number.
- Remember to confirm your carrier and shipment details before the show closes. If your carrier doesn't arrive by the check-in deadline, Freeman will ship your freight to its final destination, which will incur fees.

### Empty Container Storage

Proper handling of empty containers during move-in makes move-out smoother for everyone. During move-in, label empty cartons, fibers, and crates with "Empty" stickers, available at the Freeman Exhibitor Service Center. For safety, empty containers must be removed from your booth before the show opens.

During move-out, allow several hours after show close for aisle carpet removal or floor protection installation before empty containers are returned — factor this into your outbound travel plans. Freeman-supervised labor is available if you need assistance packing your booth.





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# On-Site Exhibitor Support

The Freeman customer support team is on site to help throughout the event. In your exhibit space, find the “Contact Us” flyer with info on local contacts and, where available, the Freeman Exhibitor Service Center location. At select shows, self-serve features are available on the online ordering platform to manage your exhibit right from your booth.

**What to expect:**

### Immediate support

Place new orders, check on existing ones, or ask a question from any device.

### Get live notifications

Receive alerts when freight arrives and when empty containers are returned.

### Submit move-out paperwork

Option to submit outbound paperwork online to save time during busy move-out windows.





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# Cost-Saving & Planning Tips

## Before the Show

- Review the exhibitor service manual early and mark key deadlines on your calendar to take advantage of advance order discounts
- Ship to the advance warehouse when available so your freight is waiting in your booth when you arrive
- Combine freight when possible so there are fewer deliveries to track and your materials stay together
- Share booth setup details in advance — add instructions to your labor order and place a copy inside your crates
- Schedule labor to start after your freight arrives, so setup begins with all of your materials in your booth
- Consider renting exhibit and furniture items instead of shipping your own to reduce shipping and material handling costs

## During & After the Show

- Check your exhibit space before the show opens to confirm shipments and orders are complete — contact Freeman or the appropriate contractor with any questions
- Plan extra time before your departure — empty container return and booth dismantle can take several hours
- Confirm your outbound shipping and carrier arrangements before show close
- Review your invoices before leaving — resolving any questions on-site saves time after the show
- With your Material Handling Agreement submitted and materials packed, you may leave; if valuables are included, remain with your freight until your carrier arrives




**TIP**

Make sure everyone involved in your exhibit — staff, contractors, and shipping partners — has all necessary paperwork on-site and knows the plan. A well-coordinated team is one of the most effective cost-saving tools you have.


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# Have Questions? Contact Us

## Phone

7am–7pm CT (M–Th), 7am–5pm CT (Fri)
Domestic 1-888-508-5054 · Intl 1-817-210-4869

## Text

7pm CT (Sun)–5pm CT (Fri)
Domestic 1-888-508-5054 · Intl 1-817-210-4869

## WhatsApp

7pm CT (Sun)–5pm CT (Fri)
1-214-984-3514 (domestic and international)

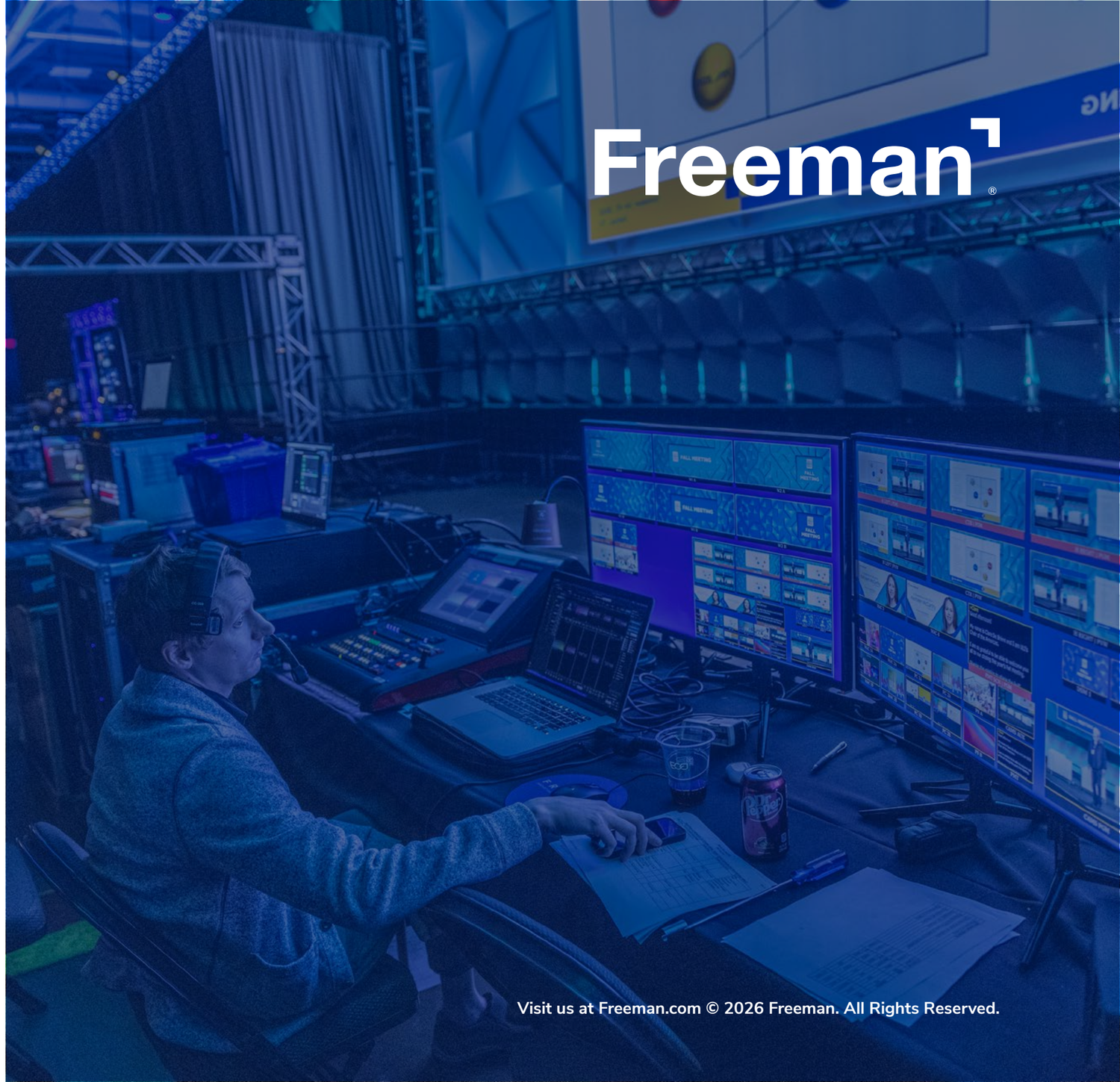
## Chat

7pm CT (Sun)–5pm CT (Fri)
Domestic and international available at your show's online ordering site.
Find yours at freeman.com/find-show.

## International Email Support

Responds within 1–2 business days
Internationalsupport@Freeman.com

For 24/7 support, Freeman's virtual assistant Sky is available on the online ordering platform to answer common questions.




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