



**FEDERAL
IDENTITY**

FORUM AND EXPO • 2018
FORMERLY GLOBAL IDENTITY SUMMIT

September 25–27, 2018 • Tampa, FL



NEW EXHIBITOR CHECKLIST

PRE-SHOW

- Start the planning process by creating a budget. Keep in mind the following expenses involved in a trade show:
 - Exhibit Space Rental
 - Exhibit Design
 - Show Services (Material Handling, Installation, Carpeting, Furniture, Electrical, Internet, Lead Retrieval, etc.)
 - Transportation (Shipping to and from show site, customs, if applicable)
 - Travel Costs (Airfare, Housing, Entertainment, Food, etc.)
 - Marketing Activation (Advertising, Sponsorships, Giveaways, Press Releases, etc.)
 - Sales Training

- Take advantage of discount order deadlines by using Brede's Exhibitor Kit. Order products and services by the deadline and you could save 30%. Everything costs more on show site.
- Consolidate shipments to avoid weight minimums. Prevent special handling charges by shipping in crates or shrink-wrap to skids. Send them to the warehouse or show site before the deadline date or they'll incur an additional charge.
- Keep a record of tracking numbers and bring them with you to the show.
- Order carpet / floor covering. Pro-Tip: Order padding for extra comfort.
- When booking travel, arrive early and allow enough time for setup and dismantle.
- Review your Exhibitor Service Manual and Exhibitor Kit. Knowing show rules and regulations, such as labor jurisdictions and fire regulations is critical for planning.

AT-SHOW

- Wear comfortable clothes/shoes during set up. Air conditioning and heating are not turned on during installation hours.

- When you arrive to the exhibit hall for move in, go to your booth space and make sure everything has arrived according to the show delivery schedule (i.e., everything you shipped and electrical/floor covering if you ordered it. Stop by the Exhibitor Service Center if anything is missing.

- ❑ Get everything you need out of your containers. They will not be accessible during the show.
- ❑ Get “Empty” Stickers at the Exhibitor Service Center. Make sure to pickup the correct color sticker based on the location of your booth space on the exhibit floor. Place one sticker on each container with your company name and booth number.
- ❑ If you ordered labor, check in at the labor desk at the time for which you ordered it.
- ❑ **DO NOT** leave any valuables unattended in your booth.
- ❑ Exhibitors will have access to the Exhibit Hall 2 hours prior to the exhibit hall opening on Tuesday (10:00 AM) and 1 hour prior to the exhibit hall opening on Wednesday (9:00 AM).
- ❑ **BOOTHS ARE EXPECTED TO BE STAFFED DURING EXHIBIT HOURS.**
- ❑ Reference the Exhibit Tip Sheet for tips on what to do and what not to do while staffing your booth.
- ❑ Expect to get your invoice, on the day after the show opens. It will be delivered to your booth, along with any outbound shipping information and labels. If you did not provide your outbound shipping information in advance, visit the Exhibitor Service Center for assistance.

POST-SHOW

- ❑ Confirm Labor Order with the Exhibitor Service Center and check in at the labor desk to pick up laborers.
- ❑ Allow time for your empties to be returned to you. Your empty containers will be delivered back to you as quickly as possible after the aisle carpet is picked up. Keep the aisles clear when the show closes.
- ❑ **ONCE YOUR SHIPMENT IS PACKED,** complete the Material Handling Agreement and return it to the Exhibitor Service Center. Notify your outbound carrier that your shipment is ready for pickup. Make sure all labels are applied.
- ❑ Do you have something valuable in your shipment? Wait for your carrier to arrive, or hire a security guard. Show security is not responsible for guarding freight. Pro Tip: Do not label boxes with their contents (i.e., plasma screen, computer equipment, etc.) if they are high-value items.
- ❑ Gather feedback from booth staff and attendees to determine improvements for your next show.
- ❑ Complete the Exhibitor Survey your main booth POC will receive via email within a week of the show concluding.
- ❑ Safe travels home! We look forward to seeing you at FedID 2019!