



Tradeshows 101

Thank you for your support of ad:tech San Francisco 2015. We are expecting a fantastic show and that is largely in part from your participation. The tradeshow 101 guide is designed to help exhibitors who have not participated in an ad:tech San Francisco show as well as those who have never been a part of a tradeshow at all.

The [Exhibitor Service Center](#) located on our website, houses all the information you will need to complete the tasks outlined in this guide as well as the Exhibitor Service Manual.

If at any time you have any questions please feel free to contact us and we will be happy to help you.

We look forward to seeing you in San Francisco!

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As an exhibitor, proper planning in advance of the show translates to a better onsite experience. The tasks below will give you an outline of items that can be done ahead of time. Order forms for items listed can be found in our [Exhibitor Service Manual](#) (ESM) located in the Exhibitor Service Center.

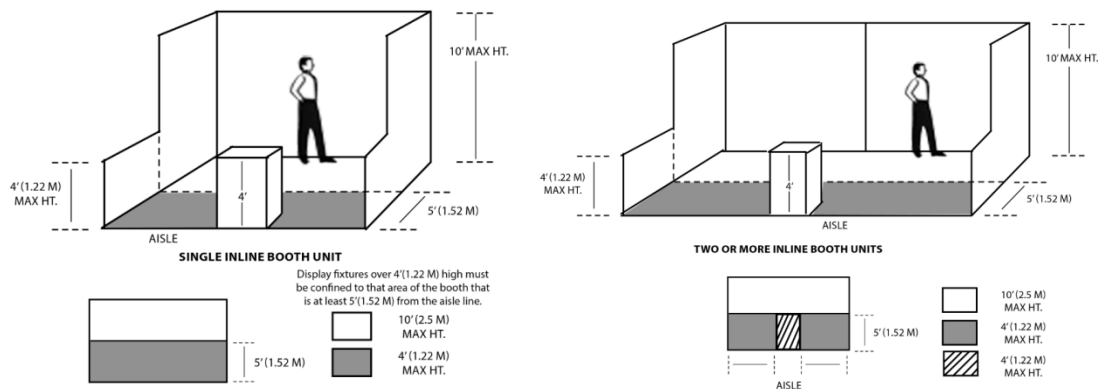
- ☐ Complete [online booth profile](#) for website and mobile app
- ☐ Log in and complete [exhibitor registration](#)
- ☐ Decide on [travel and hotel reservations](#) for each of your team members attending the show
- ☐ Create a layout of your booth space – this should include booth properties, electrical outlets and computers you may need.
- ☐ Submit décor, material handling, cleaning and electrical orders with Freeman
- ☐ Arrange labor through Freeman to install booth/hang banners
- ☐ Submit internet/telecomm orders with Moscone
- ☐ Order lead retrieval units from Experient
- ☐ Place catering orders through Savor
- ☐ Finalize security arrangements with Maloney for additional booth security
- ☐ Place AV order through ETS
- ☐ Confirm shipment(s) to advance warehouse

Booth Types

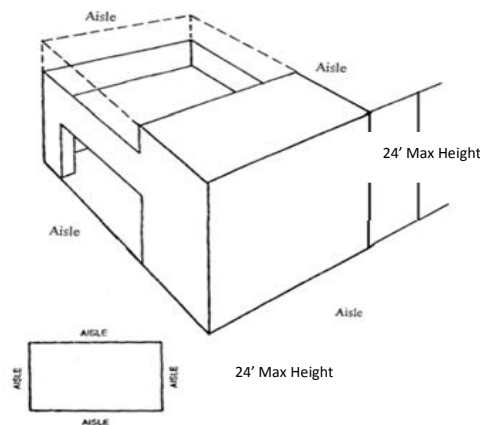
- ❖ Inline – Exhibit space with another booth on either side with one opening to the aisle.
- ❖ Corner – Exhibit space with opening to aisles on at least two sides.

Inline and corner booths includes the following items:

- Pipe and drape 8' back wall and 3' side walls – all drape is black
- Pipe and Drape: Tubing with drapes which separate exhibit booths.



- ❖ Island – Exhibit space with opening to aisles on all four sides.



All exhibitors receive the following:

- Online profile listed on the event website and the mobile app
- Company name and booth number listed in the ¹Quick Reference Guide
- Exhibitor Expo Floor/Keynote badges and Exhibitor All Access Badge – see registration section for more information on how many badges you will receive with your booth.

¹ Contract and full payment must be received no later than **April 4, 2015** to be included.

Rules and Regulations

A complete list of ad:tech rules and regulations is listed in the ESM for your review. A few important rules you should be aware of when planning your booth are listed below; however please take the time to read over the entire document as you will be required to adhere to all of them.

- **Aisle Space**

Exhibitors shall not solicit business and distribute literature in aisles, or engage in any activity that leads to congestion in the aisles. Aisle logos, such as gels or footprints, are not allowed unless they are purchased as an official sponsorship.

- **Fire Regulations/Flame Proofing**

Exhibitors must make arrangements for accessible onsite storage if needed. Fire regulations prohibit storage of any kind behind exhibits or in the utility channel at the back of the booth. This includes empty packing materials and supplies of literature. The order form is located under the Decorator Services heading in the Exhibitor Services Manual. This will be strictly enforced. Exhibitor must conform to all standard fire codes of the Facility. Combustible materials or explosives are not permitted in or around the exhibit areas. Exhibitor shall not allow its display to block the view of or impede access to fire alarm boxes, fire hose cabinets, fire extinguishers, or other safety equipment. Smoking is prohibited in the Facility.

Registration

[Exhibitor Registration](#) is open. It may take up to 48 hours after contract and full payment is received to access the registration system.

Based on your exhibit investment, you are entitled to a certain allotment of Exhibitor – Expo Floor / Keynote passes. In addition, each company with 100 square feet or greater of booth space will receive one complimentary Exhibitor – All Access Pass. You have the ability to purchase additional passes at 25% off the current price. All exhibitor pass types allow you access to the expo floor during move in, one hour before it opens to attendees, 30 minutes after the show floor closes, and during move out.

Available Pass Types:

Exhibitor - All Access Pass: includes access to all conference breakout sessions, keynotes, sponsored workshops, expo floor and special events. Exhibitor - All Access Pass does not include lunch.

Exhibitor - Expo Floor/Keynote Pass: includes access to keynotes, sponsored workshops and expo floor.

Exhibitor - Expo Floor Pass: includes access to the show floor only during specified exhibitor set up, tear down and show hours. This pass type is only available once your allotted passes have been used.

Exhibitor Type	Exhibitor Expo/Keynote Passes	Exhibitor All Access Passes
NEXT Pod	3	0
Hybrid (80 sq ft)	3	0
10x10 Meeting Room	3	0
10x20 Meeting Room	6	0
10x30 Meeting Room	9	0
20x20 Meeting Room	12	0
10x10 booth space	5	1 per company
10x20 booth space	10	1 per company
20x20 booth space	20	1 per company
20x30 booth space	20	1 per company

Exhibitor Appointed Contractors (EAC)

An EAC is any company other than the designated official service contractors listed in the exhibitor service manual that provides a service that requires access to your booth during the installation and dismantling period of the expo. Exhibitors may elect to employ an Exhibitor Appointed Contractor (EAC) to install and dismantle properties within their booth space. The exhibitor will need to designate these companies through our online [EAC designation form](#) and the EAC will need to provide proof of insurance to Show Management before they will be allowed access to the show floor. EACs should at no time be issued an exhibitor badge. They can obtain a wristband from security when they arrive on show site.

Unions

There are three major unions that have jurisdiction over trade shows. The following should help you in conforming to union jurisdictions and its adherence to them when required.

DISPLAY LABOR

By definition, the installation or dismantling of exhibits which requires the use of hand tools, or takes one person more than 30 minutes, or exceeds ten feet in any direction, falls within the jurisdiction of the Local 510 of the Sign Display and Crafts Union. You can handle and set out the products you manufacture; however, all background materials - display boards, backdrops, stands - anything the products are displayed upon, attached to, or made part of, and laying of floor tile and carpets must be installed by union labor. Labor can be ordered in advance by returning the Display Labor order form, or on show site at Freeman Service Center.

MATERIAL HANDLING

The Teamsters Union Local 2785 has jurisdiction over all unloading and reloading of materials. The Union also has jurisdiction over the operation of all material handling equipment - this includes all dollies and hand trucks.

You may hand carry only what you can manage by yourself (one person) in one trip, using no equipment. Since hand carried materials may not come through the freight entrance, show

management will designate a specific entrance for hand carried items. Current union jurisdiction precludes hotel personnel from delivering material to exhibit booths.

ELECTRICAL

IBEW Electricians jurisdiction covers all electrical labor for each booth including but not limited to, cable distribution under your carpet or flooring, and throughout the booth structure. Included are connections & hardwiring of all electrical equipment, (e.g. 208volt & higher services, panels, motors, and audio visual equipment), installation of all lighting hung from truss or beams & distribution of all cabling throughout the booth & truss structures. (San Francisco includes the lighting truss assembly and hanging) All stage hand labor used in the exhibit area will be supplied through Freeman with exception of their company representative/supervisor. Unless contracted directly with the in-house AV / Internet provider, all data and coaxial cable run within the booth, overhead or on the floor will be installed by our electricians. Electrical services are provided on a time and material basis and cannot be performed by other unions, I&D houses or Exhibitors.

SWAP Lead Management Exhibitor Portal

SWAP is a lead capture native application for Android, iPhone, iPad, and iPod touch and a web-based app for other data-aware smartphones. SWAP Exhibitor Portal allows you to easily access sales leads and executive-level summaries on demand, transforming your data into information that drives business decisions – from a smartphone, tablet or desktop. Information and order forms can be found in the Exhibitor Service Manual.

Shipping Your Materials

You have several choices when choosing how you will transport your materials to the show. Sample shipping labels to each location are also available in the shipping section of the Exhibitor Service Manual.

1. **Ship to advance warehouse** – Freeman maintains a warehouse close to the facility where you are able to ship your booth properties in advance of the show. All freight that is shipped to this location will be waiting for you in your booth prior to your arrival onsite. Please see Exhibitor Service Manual for deadlines and pricing. This option is the best way to ensure your items will be available when you schedule your labor or arrive to set-up your booth.
2. **Ship directly to the Facility** – Freeman will accept freight on your behalf beginning Tuesday, May 19th. Received items will then be moved to your booth upon receipt. Freight is delivered as quickly as possible but depending on the quantity of items they receive for all exhibitors this process could take several hours. Please see Exhibitor Service Manual for exact dates and pricing.
3. **Bring your materials with you** – If you decide to bring your materials with you please note that the Moscone West Center is a union facility and strict rules will apply to what you are allowed to hand carry into the facility.

Official Service Contractors

The ad:tech team contracts with vendors as the official service contractors. These are the preferred vendors of the show. Pricing and order forms for each of these vendors can be found in the Exhibitor Service Center. Below is a list of these vendors:

<i>Vendor</i>	<i>Service(s) Provided</i>
Freeman*	Décor, freight, labor, cleaning, electrical
Experient*	Lead retrieval Units (SWAP)
Moscone*	Telecommunications
Savor*	Catering (including water)
Maloney Security*	Security
ETS	Audio Visual
Judy Venn and Associates	Models and spokespeople
National Plants & Floral, Inc.	Plants and floral

**Our exclusive service partners*

Hotels/Travel

Show Management contracts with hotels for a limited number of hotel rooms for the show. Book your accommodations early directly through the hotel as often times they sell out.

The official hotels of ad:tech are as follows:

Intercontinental SF

888 Howard Street
San Francisco, CA 94103
415-616-6500

Marriot Marquis San Francisco

780 Mission Street
San Francisco, CA 94103
415-896-1600

Parc 55 Wyndham

55 Cyril Magnin Street
San Francisco, CA 94102
415-392-8000

The Palace

2 New Montgomery Street
San Francisco, CA 94105
415-512-1111

The St. Regis Hotel SF

125 3rd Street
San Francisco, CA 94103
415-284-4000

The W San Francisco

181 3rd Street
San Francisco, CA 94103
415-777-5300

Park Central San Francisco

50 Third Street
San Francisco, CA 94103
415-974-6400

The Westin St. Francis

335 Powell Street
San Francisco, CA 94102
800-937-8461

Villa Florence

225 Powell Street
San Francisco, CA 94102
415-397-7700

Show Schedule

Move-in hours are hours designated for exhibitors to enter the exhibit hall and install their booths. All booths must be set by 5 pm on Tuesday, May 19th, unless previous arrangements have been made with Show Management and occupied at least 30 minutes prior to opening. Show Management reserves the right to complete all booths not complete by the deadline at the exhibitor's expense. No exhibitor is allowed to dismantle their booth prior to the show closing on Thursday, May 21st. All exhibitor materials must be removed from the exhibit facility by the Friday, May 22nd at 10 am. To ensure you meet this deadline, please have all carriers check-in by Friday, May 22nd at 8 am.

Move-In/Installation	Tuesday, May 19 th	8 am – 5 pm
Show Hours	Wednesday, May 20 th	10 am – 6 pm
	Thursday, May 21 st	10 am – 4 pm
Move-Out/Dismantle	Thursday, May 21 st	4:15 pm – 8 pm
	Friday, May 22 nd	8 am – 10 am

When you arrive on site

- a. **Pick up badges at exhibitor registration** – Exhibitor registration will open at 2 pm on Tuesday, May 19th. If you arrive before 2 pm you may obtain a wrist band from security at the entrance to the Expo Floor for admittance until registration opens. Exhibitors that are not paid 100% will not be allowed access to the Expo Floor until the balance due is paid.
- b. **Familiarize yourself with the facility** – We recommend you take a few moments to walk around, find key areas such as the restrooms, exhibitor service desk, etc.
- c. **Take inventory of your freight** – Any items you had shipped to the advance warehouse will be waiting for you in your booth when you arrive. If your freight is coming directly to show site you will need to wait until they arrive to make sure everything has been accounted for. Be sure to bring all tracking information with you in case something is missing.
- d. **Meet your floor manager** – ad:tech will have a designated floor manager on the Expo Floor during all hours of move-in and move-out. This person will be available to help you with logistical questions you may have as well as keeping move-in on schedule. This person will be roaming the Expo Floor.
- e. **Put up your booth (if 10x10) or supervise the install (if larger)** – You will want to ensure your booth has been installed to your satisfaction before you leave to guarantee you will have a smooth show opening the next morning.

Setting Up – FAQs

1. Can I set up my own booth?
 - a. Exhibitors may install and dismantle their own exhibit as long as the booth size is 100 sq ft (10'x10') or less and the following conditions are met:
 - 1) The set-up can be reasonably accomplished in 1/2 hour or less
 - 2) No tools are used in the assembly or dismantle
 - 3) Individuals performing the work must be full time employees of the exhibiting company and carry identification to verify this fact.

*Exhibitors are allowed to unpack and repack their own products (if in cartons, not crates) and are allowed to do technical work on their machines, such as balancing, programming, cleaning of machines, etc. Exhibitors may “hand carry” their items. Exhibitors may move a “pop-up” display (equal or less than 10' in length) capable of being carried by hand by one person. The individuals moving the items must be full time employees of the exhibiting company and must carry identification to verify this fact.
2. Can I use my own labor?
 - a. As an exhibitor, you are required to follow local labor jurisdictions. Union Labor may be required for your exhibit installation and dismantle. Please carefully read the UNION RULES AND REGULATIONS located in the ESM to determine your needs. Exhibitors supervising Freeman labor will need to pick up and release their labor at the Service Desk. Refer to the order form for Display Labor for Straight time and Overtime hours. Exhibitors may elect to employ an Exhibitor Appointed Contractor (EAC) to install and dismantle properties within their booth space. An EAC is any company other than the designated official service contractors listed in the Exhibitor Service Manual that

provides a service that requires access to your booth during the installation and dismantling period of the expo.

3. What do I do with my empty containers?
 - a. Pick up “Empty Labels” at the Service Center. Place a label on each container. Labeled containers will be picked up periodically and stored in non-accessible storage during the show. At the close of the show, the empty containers will be returned to the booth in random order. This process may take several hours. Freeman does offer priority crate return which allows exhibitors to pay a fee to have their crate delivered shortly after the close of the show. This service may be ordered onsite at the Freeman service desk.
4. Can I use aisle space for set-up?
 - a. Main aisles need to remain clear so forklifts and freight can be moved around the show floor. If you need additional space for your freight while moving in please contact your Floor Manager.
5. What if I need to set up late?
 - a. Late move in’s need to be approved through Show Management. Please contact Mary Kate Martin at MaryKate@ad-tech.com with detailed information (time you will arrive, size of booth, what you will be constructing) for approval. Labor may or may not be available for the times you will be there; however union rules still apply. Please plan your travel carefully around these hours.
6. What is a marshaling yard?
 - a. In order to keep the docks at the facility controlled and organized all common carriers must check in at an off-site staging area to wait their turn to be unloaded. Once the driver checks in they will be issued a number – once their number comes up and space is open at the center Freeman will send trucks to the docks. For a map to the marshaling yard please refer to the Exhibitor Service Manual.

During the Show

1. Each exhibitor is expected to read the rules and regulations and adhere to each one. Show Management will enforce violations as they see fit.
2. Booth Cleaning – Booth cleaning is not included with your exhibit space investment at ad:tech but is available as an additional service through Freeman. To order cleaning services please see the Exhibitor Service Manual for rates and order forms.
3. Resources for questions or concerns – Please visit the Exhibitor Service Desk located at the back of the Expo Floor. You may also seek out the Floor Manager who will be roaming the Expo Floor.
4. Security during the show – Uniformed Security Guards and Badge Checkers will be stationed throughout the facility and Expo Floor on a 24-hour basis and will patrol the floor during non-show hours. Every reasonable effort is made to secure the Expo Floor. ***The final responsibility, however, lies with the exhibitor.*** It is advised that display materials of value and/or items such as laptops, small monitors, etc. be removed with the exhibitor at the end of each day. At the conclusion of the show, if you have any materials/items being shipped out, please remain in

your booth until Freeman has picked up your boxes. Individual/Private booth security is available and optional for exhibitors. See the order form located in the Utilities & Additional Service section of the Exhibitor Service Manual for additional information.

Moving Out – FAQs

1. When can I tear down my booth?
 - a. All exhibitors must stay on the Expo Floor until the close of the floor on the last day. Early dismantling is not allowed. Once all attendees have been cleared from the floor you may begin breaking down your booth. Empty crates will be returned at this time in random order but please note this could take several hours to be completed.
2. Can I dismantle my own booth?
 - a. The same rules apply breaking down your booth as installing your booth. If you have a 10x10 you may break it down yourself. If your booth is larger labor rates will apply.
3. What do I do with the items I rented from vendors?
 - a. Furniture rented from Freeman may be left in your booth. If you rented a SWAP Portal Unit from Experient it will need to be returned to the Lead desk for proper credit. All other rentals should be clarified upon rental or pick-up.
4. When will my empty crates be returned after the show?
 - a. Empty crates will be returned in random order once the show closes, and the floor is cleared. Crates could take several hours to be returned. Freeman does offer priority crate return which allows exhibitors to pay a fee to have their crate delivered shortly after the close of the show. This service may be ordered onsite at the Freeman service desk.
5. What if I leave the show without tearing down my booth?
 - a. Show Management will hire labor to tear down your booth and ship it to you. Labor charges and return shipping charges will be at your expense.

Marketing / Sponsorships

In addition to promoting your products at your booth, ad:tech also offers opportunities for exhibiting companies to promote their products before, during and after the show. Marketing and sponsorship opportunities available can be obtained by contacting your Sales Manager.

Glossary

A

Advance Order: Goods and/or services ordered prior to setup.

Aisle Carpet: Carpet installed in aisles.

AV Contractor: Official supplier of audiovisual equipment and services.

B

Bill of Lading: Document or form listing goods to be shipped. (Also known as a Material Handling Unit.)

Bone Yard: On-site storage area for contractor materials. (Could be a trailer)

Booth ID Sign: Traditionally 7"x 44" sign indicating "Exhibiting As" name.

C

Carpenter: Skilled craftsmen used in the installation of exhibits and displays.

Common Carrier: Transportation company that handles crated materials.

Consignee: Person to whom goods are shipped.

Contractor: One who contracts to supply certain labor, services, or materials.

Corner Booth: Exhibit space with aisles on two sides.

Customs Broker: Person or company which provides customs-clearing services to shippers of goods to and from another country.

CWT: Cost per "Hundred weight." Equivalent of 100lbs.

D

Decorator: Craft person used to install drape, fabric, signs, etc.

Dismantle: Take down and removal of exhibits.

Drayage: See MATERIAL HANDLING

E

Exhibitor Appointed Contractor (EAC): Any company (other than the designated "official" contractors listed in the Exhibitor Service Manual) providing a service (display installation and dismantling, audio visual, etc.) and needing access to an exhibit any time during installation, show dates and/or dismantling.

Exhibitor Service Manual (ESM): Manual containing general information, labor/service order forms, rules and regulations and other information pertaining to exhibitor participation in an exhibit.

Exhibit Hall: Area(s) within a facility where exhibits are located.

F

Floater: Worker(s) used by foreman to help out assigned labor for short periods.

Floor Manager: Person retained by Show Management to supervise the installation, dismantling and operation of the exhibit area.

Floor Order: Order for labor or services placed on site.

Floor Port: Utility box, recessed in the floor, containing electrical, telephone, and/or plumbing connections.

Four Hour Call: Minimum work period for which union labor must be paid in special circumstances. (Generally minimum call is one hour.)

Freight Forwarder: Shipping company.

G

General Service Contractor: Company which provides all labor and services to an exposition manager and exhibitors.

H

Hand Carryable: Items that one person can carry unaided (meaning no hand trucks or dollies). A person with a package should be able to fit into a typical revolving door.

Hard Wire: Any electrical connection other than receptacle to receptacle. Charged on a time plus material basis.

Hold Harmless: Clause in contracts ensuring that a group or company will not be responsible in the event of a claim.

I

I & D Company: Company hired to install and dismantle exhibits. (A type of Exhibitor Appointed Contractor.)

Island Booth: Exhibit space with opening to aisles on all four sides.

Inline Booth: Exhibit space with another booth on either side with one opening to the aisle.

K

Kit: See EXHIBITOR SERVICE MANUAL. Also known as Exhibitor Service Kit, Show Kit

L

Labor Call: (1) Method of securing union employees. (2) Time specified for labor report (as in 7:00 AM labor call) (3) Minimum amount for which labor must be paid.

Linear Booth: Exhibit space with another booth on either side with one opening to the aisle.

Loading Dock: Area of facility where freight is received.

Lock-up: Secure Storage area that is either guarded or locked.

M

Marshaling Yard: Control point at which all freight is checked in. Freight is then dispatched to the appropriate loading dock as space becomes available. This process ensures a safe and expedient fashion in which freight is delivered to the exhibit hall.

Material Handling: Transfer of freight from point of arrival to exhibit space.

Material Handling Charge: The dollar cost based on weight. Drayage is calculated by 100 pounds unit, or hundred weight abbreviated CWT. There is usually a minimum charge.

Move-In: Date specified for beginning of exhibit installation.

Move-Out: Date specified for dismantling of exhibits.

O

Official Service Contractor: Company designated by exposition management to provide labor and/or services to exposition management and exhibitors.

On-Site Order: See FLOOR ORDER.

OT Labor: Work performed on overtime billed at either time and one-half or twice the published labor rates.

P

Pipe and Drape: Tubing with drapes which separate exhibit booths.

POV: A privately owned vehicle, such as a passenger car, van, or small company vehicle, as distinguished from trucks, tractor-trailers, and other over the road vehicles.

R

Rental Booth: Complete booth package offered to exhibitors on a rental basis.

Rigger: Skilled person used in the handling and assembly of machinery, steel contraction and heavy materials.

S

Security Cage: Metal Cage provided by security contractor to lock up exhibitor materials.

Show Management: Company responsible for an exposition.

Side Rail: Low wall, usually pipe and drape, used to separate one exhibit space from another.

Skirting: Decorative covering around tables or risers.

Special Handling: Applies to material shipments requiring extra labor, equipment or time in delivery to exhibit space.

ST Labor: Labor performed on straight time as specified in the Exhibitor Service Manual.

Subcontractor: Company retained by exclusive general service contractor to provide services.

T

Targeted Floorplan: A colored-coded floorplan letting exhibitors know when their scheduled move-in time begins.

Terminal: Freight handling or dock area.

Time & Materials: Method of charging on a cost-plus basis.

U

Union Steward: On-Site union official. The steward is elected by his co-workers to oversee his particular union's work in the facility. Stewards are responsible for resolving disputes over union jurisdiction that may occur.

V

Van Shipment: Shipment of exhibit properties via van lines, often consisting of large pieces, crated or uncrated, such as furniture or exhibit materials.