



# Trade Show Tips



## 2008 APWA International Public Works Congress & Exposition

Ernest N. Morial Convention Center • August 17 - 19, 2008

As your tradeshow partner, our goal is to provide you with hassle-free service so you can get on with your show. Even if you use an Exhibitor Appointed Contractor (EAC), you should have a basic working knowledge of the Exhibitor Service Manual contents and information.

By following the information below, you will enjoy a smooth trade show experience.

### Ordering Trade Show Services.

- Please include your complete customer information on each order form including address with zip code, phone and fax numbers, e-mail addresses, contact name, and, most importantly, booth number. If you have multiple booth locations, please complete separate order forms for each location (booth, meeting room, etc.).
- Please ensure that the credit card information is complete and correct: including the expiration date.
- When ordering carpet, draped tables or counters remember to select the colors you desire.
- Please make sure that the size of the carpet you order is appropriate for your booth space (e.g.: do not order a 9' x 20' carpet for a 10' x 10' booth).
- Keep the total square footage of your booth space in mind when you order your decorating items, don't order more than will comfortably fit in your booth and still allow you to do business.

### Inbound - Move In.

- Confirm your furnishings orders with the GES National Servicenter<sup>SM</sup>. You should receive a confirmation of your order within 3-5 days of placement.
- Confirm target dates with GES and communicate them to your carrier. Refer to the Special Handling brochure enclosed to ensure that you do not incur special handling charges. You may want to share this brochure with your carrier.
- Keep the phone number of your carrier with you, including weekend contact.
- Have your hotel information available, including phone number, address etc.
- After emptying crates, place empty labels on all sides of your crates and cases. Remember to remove old empty labels. Additionally, empty labels are sometimes color coded, so make sure you get the correct color and be sure your number is on each label.

### Showsite.

Put together a trade show survival kit to include in your freight or carry with you, including:

- Small Tool Kit
- Staples, Scissors, Tape
- Pens & Markers for labels
- First Aid Kit
- Bottled Water

### Outbound - Move out.

- Keep in mind, the return of empty containers can take from 2 to 12 hours (depending on the size of the show), so coordinate your outbound flight to accommodate this.