

First Time Exhibitor Guide

Frequently Used Terms

- **Exhibitor Services Manual:** The Exhibitor Services Manual is your starting point for all important information, and everything needed to exhibit at the event can be found here.
- **Exhibitor Services Kit (ESK):** The ESK may be referred to as the Service Kit. Whichever term is used, it refers to the document produced by GES to help exhibitors navigate the event, place GES orders, calculate pricing, and more. The ESK contains information needed to order booth furnishings, shipping addresses for exhibitor freight, and contains important dates and deadlines.
- **Exhibitor Appointed Contractor (EAC):** An EAC is a company other than the official general contractor that an exhibitor hires to install and/or dismantle their booth. EACs may only provide services that are not designated as exclusive services to either specific vendors, unions, or facilities. EACs are also sometimes referred to as booth or exhibit houses.

First-Time Exhibitor Checklist

- **[Utilize the Exhibitor Console](#)** - Each exhibitor has access to the Exhibitor Console, which is a personalized tool used to access all the information needed to plan for the event. The console will be fully active approximately three months pre-event and includes the following features: DSE Website Profile Updates, Booth Information, Products, Press Releases, Show Specials
 - **NEW THIS YEAR!** You will need to log in with the **booth contact email provided during onboarding**. Then you will create a personalized password to access the hub. If you need a reminder, please reach out to Cassidy Kaumeyer, ckaumeyer@questex.com.
- **[Introduction](#)** – Welcome Letter and Important Dates & Deadlines
- **[Rules and Regulations](#)** – Show Management and GES
- **Required Forms** –
 - [EAC Forms](#)
 - [Booth Approval Form](#)
 - [Insurance Order Form](#)
- **[Exhibitor Registration](#)** – Staff Registration, View Lead Retrieval Scans
- **[Marketing Toolkit](#)** – Social Media Badges, Event Logo, Event Description, Event Listing
 - Please reach out to Sonal Patel, sonal@sonal.io with any questions!
- **[Hotel and Travel](#)**
- **[Onsite Service Ordering - GES](#)** – order chairs, tables, flooring, electrical, rigging services, material handling, etc.
 - [Read the Exhibitor Service Kit \(ESK\)](#) - It's imperative to read the entire ESK thoroughly.

Here are the documents we recommend reviewing first.

- [Shipping to Show](#)
- [Material Handling and Drayage](#)
- [GES EAC Forms](#)

- **Know the Important Dates and Deadlines**

- We recommend creating calendar appointments for discount deadlines, the Booth Approval Form deadline, and the event registration deadline to ensure your investments are maximized and your move-in goes as smoothly as possible. All dates can be found on the Dates & Deadlines document in the [Exhibitor Services Manual](#).

Know Who to Contact - Questex and the entire LDI team is here to assist! Know who to contact when assistance is needed.

- **Account Managers** - Contract exhibit space - Upgrade or add sponsorships - Make contact or account information changes - Questions about payment

Kelly Turner, Director of Sales

kturner@questex.com

415.455.8305

202.496.5501

Monica Grier, Senior Account Executive,

Accounts A-E

mgrier@questex.com

Michael Doolittle, Senior Account Executive

Accounts F-P

mdoolittle@questex.com

571.446.1756

Meredith Tichenor, Senior Account Executive

Accounts Q-Z

mtichenor@questex.com

212.895.8406

- **Sponsorship Manager** - Paula Mishler - pmishler@questex.com - Questions about sponsorship and booth packages - Participation in Activations
 - **Exhibitor Services Operations Coordinator** - Kristin Markowski, kmarkowski@questex.com - Questions about set-up - Help accessing the Exhibitor Console - Questions about registering booth staff
- **GES- GES Servicecenter** - Call (800) 801-7648 International: (702) 515-5970, Monday - Friday, 6:00 AM - 4:00 PM PST - Placing orders for booth furnishings - Questions about costs or union exclusivity
- **Billing/Receivables** - Billing related questions can be addressed to: accountsreceivable@questex.com

Train Your Booth Staff - The best way to maximize your success at any event is to have a fully trained and engaged booth staff. Attendees have expectations when they come to your booth. Below are some tips to get started:

- Be memorable & enthusiastic!
- Remember to be professional.
- Ensure that everyone at the booth is knowledgeable about your products.
- Remain friendly, smile, and keep a positive attitude.
- Be courteous attendees are your "guests".
- Carry and use breath freshener or mints.

- Avoid chewing gum, eating, and drinking while in the booth.
- Keep your exhibit space neat & tidy!
- Don't sit in your booth or lean on the exhibit counters, while working in the booth; you will look bored and uninterested in being there.
- Don't spend time talking, texting or watching something on your cell phone, you will look unapproachable.
- Make eye contact! Never ignore a prospect, even if you're with another prospect. Give them a nod and "just a minute" sign, or include them into your conversation
- Greet attendees by name. If you can't pronounce it, ask!

Put Together a Trade Show Survival Kit - What to include in your trade show survival kit:

- Copies of all orders and tracking number
- Staples, scissors and tape
- Pens and markers for labels
- First Aid kit
- Bottled Water
- Place in your freight or carry-on

Plan for Move-Out - Move-out is often one of the most confusing and overlooked parts of trade show management. Each facility, contractor, and show comes with their own unique move out challenges. Be sure to read through the Move-out information located in your [Exhibitor Services Kit](#) for more tips on move-out. Here are a few notes to get you started:

- Pre-arrange your outbound shipping with a carrier who is familiar with trade shows.
- Plan Ahead! Contact GES 6-8 weeks PRIOR to the event to discuss the move out process if you have any questions.
- After emptying crates, place empty labels on all sides of your crates and cases. Remember to remove old empty labels. Additionally, the empty labels are sometimes color-coded, so make sure you get the correct color and be sure your booth number is on each label. This will ensure no crates are lost or separated and will speed up move-out. Don't forget to label your pallets if you need them back for return shipping. If they are not labeled, they will not be returned to your booth.
- Please plan your departing flights appropriately. Large shows take time for the crates, pallets and empty boxes to be returned to the booths for load-out packing. It can take 6 hours or more for empty crates to be returned to the booth. Loose cartons and fiber cases will be returned first so you can start packing. Wooden crates and skids will be next. Material return is random, and holding your empty crates during set-up will not get your crates back to you any earlier. If you hold your empties, the Floor Manager will warn you at first and then have your empties removed.

Additional Tips

- **Keep the total square footage of your booth space in mind when you order decorating items.**
Do not order more than will comfortably fit in your booth and allow you to do business. Remember, you are only allowed to use the contracted booth space, not the aisles.
- If you have multiple exhibit locations, please **complete a new and separate order for each location** (booth, meeting room, etc.).
- **Have a company credit card available** to pay all balances due on show site and for deposits on rental equipment.
- **Work Zone** - You should know that the show site and surrounding areas are active work zones. You need to be careful and keep an eye out for moving vehicles. Company agents and representatives are present at their own risk.