

International companies exhibiting for the first time in the US may face a learning curve. There are many rules and regulations specific to each venue that are much more restrictive than what International exhibitors are accustomed to experiencing. While the size of the Exhibitor Resource Center provided by the show organizer can be overwhelming, it will contain all of your exhibiting needs.



A standard in-line booth includes pipe and drape consisting of **8'h back drape, 36"h side drapes held by metal poles with bases and a 11" x 17" sign with your company name.**

All booths have strict display guidelines outlining what you can and can't do when designing your exhibit. For example, in-line booths have height restrictions of 8'h and do not permit side walls to block your neighbor's view. Please reference the display regulations, included in the Exhibitor Resource Center for sight line restrictions.

Freeman, General Services Contractor, has the lead role in the production of the event. They are a partner and exclusive provider to Diversified Communications on the event and work to ensure the show's success.

Within that partnership, Freeman provides products and services that could include rental of furniture, signage, carpet, displays, labor, transportation and customs, to name a few.

Services and furnishings such as carpet, tables, booth displays, electricity, cleaning, etc., are not included. These can be ordered directly from the official vendors. You can find ordering information within the Exhibitor Resource Center provided by Diversified Communications.

Please note: Exhibitors are required to provide floor covering for their booth. Carpet can be rented through Freeman or provided by the exhibitor.

In many industries in the United States, **union workers** are required to perform the work at hand. **A Union is an organization** of workers formed to protect the rights and interests of its members. For example, in the construction or automotive industry, unions are hired in the exposition industry in the US and the rules vary from city to city.

In Boston, at the Boston Convention and Exhibition Center (BCEC), **Local 25 Teamsters** are responsible for the installation and dismantle of the exhibit unless you are a **full-time employee of the exhibiting company**.

Exhibitors are allowed to set-up and/or dismantle their own booths, provided that they use their own **bonafide, full-time** employees. Please do not bring in any outside labor of any kind, as it is not permitted. Doing so could result in delay of your exhibit installation.



All **electrical service orders** must be placed through the BCEC. However, labor to install electrical cords is done through the General Services Contractor, Freeman, or your EAC.

If you need labor for your booth installation, Freeman, the General Services Contractor and approved EAC's (Exhibitor Appointed Contractors) are the **ONLY** parties **allowed to do the work**. They are required to hire union workers from Teamsters Local 25 to perform all work.

Exhibitors or non-union supervisors are **not allowed** to utilize any equipment, i.e. carts, ladders, etc., from Freeman without hiring union labor. Arrangements for all temporary labor should be made through Freeman. Official labor order forms are included in the exhibitor service manual.

Material Handling is the process of bringing your exhibit materials from the dock to your booth space, removing your empty containers during the duration of the event, returning them at the close of the event and loading your materials back onto your carrier of choice. This is **NOT** the transportation of your freight to and from the event.



When shipping your freight, you have 2 primary choices, please take note of the costs associated with each option:

- Advanced Warehouse:** Shipments can be sent up to 30 days in advance of the meeting to the Freeman warehouse for storage. Please note that perishable product cannot be shipped to the warehouse.

- On-Site Direct Delivery:** Shipments may arrive to the Convention Center on specific dates outlined by the Expo Organizer. When shipping perishables to show site, please clearly label boxes to ensure product is put in perishable storage.

If you ship **Direct to Show Site**, please note that you may have to wait for your exhibit to be unloaded. Trucks are unloaded on a first-come, first-serve basis so plan accordingly when hiring labor.

Material Handling is an exclusive service of Freeman for all outside carriers that arrive to the BCEC.

Only **Personally Owned Vehicles (POV's)** under 24' can be unloaded by the exhibiting company. Exhibitors are not permitted to use mechanical devices.

Material Handling Charges

Once your freight is delivered to the dock or advanced warehouse, your exhibit is weighed by Freeman and billed by the pound.

Diversified Communications partners with a variety of vendors to successfully execute Seafood Expo North America and Seafood Processing North America.

Below is a listing of the Official Vendors and what offerings each vendor supplies.

Freeman

Material Handling & Labor
Rental Furniture
Transportation
Signage
Carpet
Exhibit Displays

BCEC/MCCA*

Electrical
Internet
Telephone
Rigging/Sign Hanging
Plumbing
Compressed Air/Gas
Security

Other Vendors

Booth Cleaning - ABM
Catering - Levy Restaurants
Lead Retrieval – Convention Data Services
Refrigeration/Freezer units - Lowe Refrigeration
Ice & Dry Ice - ACME Ice
Catering Equipment- Levy Restaurants & Party Servers
Housing - OnPeak

*Please note that the BCEC is managed by the Massachusetts Convention Center Authority (MCCA).

All key information on how to order will be provided to you online in the Exhibitor Manual.

PAY ATTENTION to deadline dates for ordering to save money!

Plan Ahead: Beat discount deadlines and order accessories and services before arriving onsite to save up to 30-40%. Arrange outbound shipping in advance as well.

Machinery:

If shipping machinery, please follow these two steps to ensure that you receive the proper discounted machinery weight.

1. Paperwork from the transportation company should clearly state the description and weight of each piece of machinery.
2. Please use the Machinery shipping labels provided in the Exhibitor Resource Center to help clearly identify any crates or skids.



Hanging Signs:

If you have been approved to hang a banner above your booth, ship your sign to the advance warehouse by the deadline date with the Hanging Sign Label.

Reduce Labor Costs:

Create a diagram of your booth layout and number crates accordingly. Include electrical needs and repacking instructions. Be sure to prewire equipment and organize or color-code all wires. Request all services for labor be done on straight time. This includes exhibit set-up and dismantling.

Reduce Material Handling Costs:

Choose light-weight materials, such as fabric for your booth design, reducing your weight.

Electrical Cord Layout:

Before placing carpet, you will need to provide Freeman with a detailed booth layout showing electrical cord placement.

Pre-Show Checklist | 1 | 2

- Create a budget. Keep in mind the following expenses involved in exhibiting: exhibit space rental, exhibit design, material handling, labor, carpeting, furnishings, electrical, lead-retrieval systems, customs, transportation of materials, travel costs, marketing, etc.
- Take advantage of discount order deadlines by using FREEMAN ONLINE once the link is made available to you. Order products and services by the deadline and you could save 30-40%. Everything costs more at show site. If you've ordered from FREEMAN ONLINE before, you can copy your previous order to save time.
- Keep a record of tracking numbers and bring them with you to the show.
- Order carpet padding for extra comfort during the show.
- When booking travel, arrive early, and allow enough time to set up. For departure, allow enough time for empty containers to be returned and booth materials packed, keeping in mind that it could take several hours.
- Review the Exhibitor Resource Center. Knowing show rules and regulations, such as labor jurisdictions and fire regulations, is critical for planning.

Onsite Checklist | 1 | 2

- Log in to FREEMAN ONLINE Mobile or freemanco.com/store to view show information, orders, and show site services.
- Wear comfortable clothes/shoes during setup. Air conditioning and heating are not turned on during move-in or move-out.
- When you arrive onsite, visit your booth space to make sure all of your materials have been delivered, this includes electrical and carpet. Visit the Exhibitor Service Desks if anything is missing.
- Furnishings arrive according to the show delivery schedule, which is posted next to the Exhibitor Service Desks. Expect carpet in your booth on the first day of move-in.
- If you ordered labor, visit the Freeman Service desk to confirm timing.
- Remove everything you'll need from your containers, they won't be accessible during the show.
- Pick up "Empty" stickers at the Exhibitor Service Center. Place one on each container with your company name and booth number.
- Visit the Service Desk area with any exhibit-related questions.
- Expect your invoice on the day after the show opens. It will be delivered to your booth, along with any outbound shipping information and labels.
- Do not leave any valuables unattended in your booth.

During Move-out:

- Confirm your labor order with the Exhibitor Service Center and check in at the labor desk to pick up laborers.
- Once the show has ended, allow up to eight hours for your empty containers to be returned (after aisle carpet is removed).
- Refer to the Quick Facts (show information at a glance) available on FREEMAN ONLINE for the date/time the show should be cleared and the time your shipments should be picked up by your outbound carrier.
- You must stop by the Exhibitor Service Center to complete your outbound shipping paperwork if you have not done so already. 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.
- If your shipment contains valuables, wait for your carrier to arrive, or hire a security guard. Do not label boxes with their contents (e.g., plasma screen, computer equipment) if they are high-value items.
- Gather comments from booth staff and attendees to determine improvements for your next show.

Glossary | 1 | 2 | 3

Advance Order - An order for show services sent to the general contractor before the deadline and is less expensive than an order placed onsite.

Advance Warehouse/Receiving - Location set by show management to receive freight before the start of the show. Freight is stored at this location and then moved to the show at the appropriate time.

Boneyard - A designated area used to store decorators' extra furniture, and any other equipment not being used during show hours.

Decorating - Dressing up an exhibition with carpet, draping, foliage, etc.

Decorator - An individual or company providing installation and dismantling of exhibits and booth and hall decorating services for a trade show and/or its exhibitors (also called Show Decorator, General Contractor, General Services Contractor, GSC, or Official Contractor).

Double-Time - Refers to a pay rate for work performed beyond straight time and over time. Double-time is double the normal hourly rate. Work performed on Sundays and holidays is double-time rate.

Exhibitor Service Center - A centralized area where representatives of various show services can be contacted or located (also called Service Desks).

Exhibitor Resource Center - Dashboard containing general information, labor/service order forms, rules and regulations, as well as other important information pertaining to exhibitor participation in an exhibit (also called Exhibitor Manual or Service Manual).

Floor Manager - Individual representing show management who is responsible for overseeing all or part of the exhibition area. He or she is also available to answer questions related to the show floor, show hours, and show services and acts as the liaison between exhibitors and the Exhibitor Service Center.

Onsite/Floor Order - Order for services placed by the exhibitor with the general contractor after exhibit setup begins and is usually more expensive than an advance order.

Glossary

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Freight Desk - The area where inbound and outbound exhibit materials are handled at a trade show.

General Contractor - A company providing services to a trade show and/or its exhibitors. The general contractor is the official contractor designated by show management for a given show (also called Decorator, Show Decorator, General Services Contractor, GSC, or Official Contractor).

I&D/Decorator - An individual or company providing installation/dismantle and booth and hall decorating services for a trade show and/or its exhibitors. Decorator services may be provided by carpenters, sign painters, or others, depending upon union jurisdiction (term applies to both contractor and skilled craftsperson).

Installation/Dismantle - Also referred to as I&D. The set up and tear down of exhibits.

Labor - Refers to contracted workers who perform services for shows (also called craftspersons).

Labor Desk - Onsite area from which service personnel are dispatched.

Material Handling - Unloading your shipment, transporting it to your booth, storing and returning your empty crates and cartons, and reloading your shipment at the close of the show.

Material Handling Charge - Material handling charges are based on weight. Material handling is calculated by the pound.

Material Handling Contractor - Company responsible for handling show freight.

Material Handling Form - Form for exhibitor requesting handling of materials.

Official Contractor - Show management-appointed company providing services to a trade show and/or its exhibitors (also called Decorator, Show Decorator, General Contractor, General Services Contractor, or GSC).

Glossary

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Overtime Labor (OT) - Work performed on overtime. Work performed before 8:00 a.m. and after 4:30 p.m., Monday through Friday, and all hours on Saturdays.

Pipe and Drape - Pipe material with fabric draped from it to make up side rails and back wall of an exhibit booth.

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. A POV left unattended will almost certainly be towed away. If you must unload a POV, use the POV line (see the following entry).

POV Line - Personally Owned Vehicles Special loading dock reserved for POVs where material is unloaded by the exhibitor. To get in a POV line, driver reports first to the marshaling yard.

Quad Box - Four electrical outlets enclosed in one box.

Quick Facts - Essential show information at a glance, located on FREEMAN ONLINE or provided by Freeman.

Service Center - A centrally located service area in which exhibitors can order or confirm the services provided by exposition management, such as electrical, decorating, telecommunications, etc. (also called Exhibitor Service Center).

Service Kit - Packet for exhibitor containing information and forms relating to the exhibition.

Show Decorator - Company or individual responsible for hall draping, aisle carpeting, and signage. Also performs same service to individual exhibitors.

Show Management - Group responsible for all aspects of exhibition.

Show Office - The show management office at exhibition.

Straight Time (ST) - Work performed on straight time, most always 8:00 am to 4:30 pm, Monday through Friday.

Target Date - The specified date and/or time to move a shipment into and/or out of an exhibit hall/show site.

Transportation - The transport of your exhibit materials to and from the convention or event.

Work Time - Paid time that begins as soon as the workers report to the exhibitor; stops when the exhibitor releases them from work.