

SAWC Spring
Booth 553
May 1st-5th 2013

Short and Sweet Cover Sheet

This instruction booklet is full of photos, drawings, and details of your show and what you should expect. But if you're looking for the cliff notes of what to do, here you are:

When You Arrive at the Show

- 1) Go to the exhibitor registration desk and collect your bages. For further details, see page 1.
- 2) Go to the LeadKey Lead Retrival service desk, I have been told there are giant purple signs for it so it should be easy to spot, and pick up your LeadKey order. They will show you how to use the device, and it should have enough of a charge to last the whole show. If you have any issues with it during the show go back to the service desk for help.
- 3) If you have time on May 2nd, go down to the show floor during set up to arrange your samples before the show starts. Grab the samples left for you in the booth and/or inside of the front counters and arrange them in the showcase tower as needed. Also install the foam rolls onto the front counter and lay out your literature as you wish; store boxes inside of counters when possible.
- 4) Use the remote to turn on your lights and devices. If something doesn't work, contact the appropriate person on page 1. Remember to turn everything off at the end of the day with the remote.

When the Show is Over

- 1) Pack up all the left over literature, samples, and lead retrieval forms into the boxes you stored and place them by the front counter.
- 2) Place all items to be trashed in/around the wastebasket for removal.
- 3) Go back to the LeadKey service desk to return your unit. If you do not return it or if it is damaged, extra fees will be charged.

For more details check out the rest of the booklet, and have a great show!

Crystal K. Knispel



Information Packet

Enclosed in this PDF is what you should expect when arriving at the tradeshow, and what information you will need to make the show run as smoothly as possible. If you have any questions, feel free to contact me by phone at 804-359-2422 ext 102 or by email.

On-site Contacts

If you have any questions or concerns, these are the people at the show who can help you.

Booth Installation and Dismantlement: John Doe, 333.333.3333

Freeman Audio Visual Equipment: Henry Smith, 777.777.7777

Leadkey Retrieval Hand-held Device: There is a service desk on the floor

Plant Rental: Jill Smith, office: 666.666.6666 or cell: 555.555.5555

Freeman: Go to the service desk or call the service number in your welcome packet

Things to Remember

- 1) Pick up your badges when the exhibitor registration office opens, which for Employee A and Employee B should be simple: just give your company name and your own name and she'll give you your badges. In Employee C's case, Employee D's badge was already in the system when I was informed they would be attending and I could not make the change because the system is locked out. I filled out a name change form which registration is suppose to put in at show site, so that should help. When at the desk, do mention that you will be exhibiting in Employee D's place and hopefully they'll have a badge ready, or you might have to fill something else out at the show. If they give you any problems, tell them to call me.
- 2) As mentioned before, you'll need to pick up your LeadKey lead retrieval device at the service desk, where they will show you how to use it. If you have any questions, go back to the service desk for help.
- 3) The AV crew will set your DVD player to loop when they install, but it may reset when it is cut off for the night. If this happens, call Henry Smith and he will make sure it gets re-setup for you; his info is in the on-site contact list. The DVD player should be hidden in the front counter to keep the booth design looking clean.
- 4) The booth labor crew have been instructed to leave the following items inside of your counters for easy access during the show:



FRONTLINE EXHIBITS

STRATEGICALLY APPLIED IMAGINATION

- A) Two staplers inside of a black bag
- B) Staples, pens, sharpies, post it notes, scissors, and box cutter inside a black bag
- C) Box of trifold brochures with DVD inserts
- D) Lead management forms and literature, 25 count of each
- E) The 100 count literature
- F) Remote light switch

They have also been instructed to leave the showcase tower samples from the last show, the new samples ordered for this show, and the two foam rolls for the front counter in the booth for you to arrange as needed. It's best to set these up with plenty of time before the show starts if at all possible. Everything should be installed on the 1st, and you should be able to go down on the 2nd to set things up in the morning (check with Freeman for times). PLEASE NOTE: Keep your boxes inside of the front counter if you can as you'll need them to repack the items after the show. If you can't fit them, ask Freeman to store them for you with your booth cases. Also, place the plant where you wish in the booth; I believe it usually goes on the top right corner.

5) To make life a little easier, the labor crew has been instructed to install remote light switch outlets into your electrical drops, and leave the remote inside of the front counter. A photo of what the outlets and the remote look like are below. If you have any problems feel free to contact John Doe from the on-site contact list. All you should have to do is press the buttons on the remote to switch the lights on or off; each surge protector should be tied to it's own numbered button on the remote.



The remote in front of the three light switch units; all three may or may not be used depending on need



FRONTLINE EXHIBITS

STRATEGICALLY APPLIED IMAGINATION

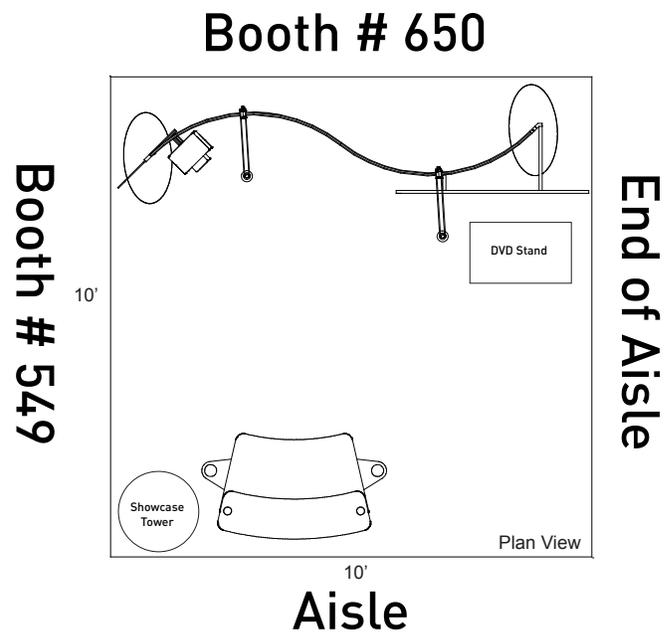
6) At the end of the show things will be moving pretty quickly. So once the show is over you'll need to pack up your literature and samples to be shipped back with the booth. Once that is done put the boxes by the counter so the labor crew can tape them up (if needed) and ship them out with the booth cases. For anything you need to discard, please place those items in or near the wastebasket so they can be easily identified as trash.

After you have that covered, return the LeadKey back to its service desk. If it is damaged fees will be assessed, and if it is not returned you will be billed for the cost to replace it. So it is VERY important you make sure to turn your lead retrieval device in at the end of the show.

Everything else should be covered. The labor crew will take down the booth and pack everything up, including filling out the material handling agreement and turning it in for you. Freeman will pick up their AV equipment plus the rental items, and National Plant & Floral will pick up their plant.

What to Expect

When you arrive at the booth, this is what you should expect to see. The labor crew have been given these same photos and instructions to make sure everything is laid out correctly. As we don't have an official photo of the 10' portion set up, I cobbled together a mock up and included the top down view line drawing of the booth.





What Was Ordered



(1) Olso White Barstool to go with the front counter



(1) Corrugated Wastebasket



gray

Classic Grey carpet with padding



LeadKey lead retrieval system.

Ordered but not pictured:

- (1) 3' green plant in a black container
- (1) 24" monitor to be installed onto stand
- (1) Monitor stand with shelf
- (1) DVD/Bluray player
- 3 days of show vacuuming