

SAWC Spring  
Filtrona Porous Technologies, Booth 553  
May 1st-5th 2013

## What has been sent to the show

Two pallets were shipped to the show, with a total of 8 items split between the two pallets. You should have three cases, one canvas bag with wheels, and four cardboard boxes:

**Case 1** (the labels on the handles have the case numbers on them) contains the parts for the main backwall, two black bags which will need to be stored in the front counter, one big black canvas bag with various tools, fabric graphic for the display, the remote light kit you will need to install, the DVD for the DVD player which will need to be used, set up instructions (both the original and the corrected print out), key for the front counter, two lights and various small metal booth parts.

**Case 3** has all the parts needed to install the front counter.

**Case 5** has the header for the backwall, the podium door panel, the podium inserts, more small parts for booth and counter assembly, the literature holders with attachment pieces, extension cord, surge protector, and Windex.

The black canvas bag with wheels contains everything needed to set up the showcase tower. The clear panels and graphic panels are inside of the front zippered pocket.

The four cardboard boxes contain literature, lead form sheets, samples, and the foam rolls for the front counters (and I think one box has extra extension cords). These will need to be left in the booth for the client to use during the show. I have asked them to hide the boxes where they can, and to ask Freeman to store the ones they can't so hopefully you won't have to deal with a lack of boxes at the end of the show.

## Items ordered and being delivered

**What you should expect to see when you arrive:**

-Gray carpet with padding already laid down, with two electrical drops: one centered in the back (10 amps/1000 watts) and one in the front about two feet away from the front left edge through a slit in the carpet for the showcase tower (5 amps/500 watts). They may or may not lay down the AV wiring before the carpet is put down. If they don't lay the AV down before the carpet, they will "fish" the wiring while you're setting up.

-If they delivered on time, you should also see one white barstool for the front counter and one wastebasket



## Other items coming in while you work:

-Freeman AV will be delivering and installing the monitor onto their monitor stand and a DVD/Bluray system. Please make sure they know to place the stand in front of the display on the right side close to the backwall, and that they set up the DVD player to loop the DVD over and over again without stopping or prompts. They have been told to hide the DVD player in the front counter and make sure the wiring isn't visible going to the monitor. I have been told they have this covered, but if they have issues at the show you might need to help them. Your team was able to do this somehow at MD&M West in February so you might want to call them to see how they did it before, just in case. The DVD to be used is located in Case 1 in one of the white boxes.

-I have been told the 3' green plant we ordered should be delivered on the 2nd. However, if they deliver early and it comes in while you're there, place it on the far right top corner mirroring the show case tower.

## Notes on Booth Installation

-As mentioned to Sally Smith, the header on the right side of the booth is putting strain on the leg joint connected to the base plate, making the top list forward a little. It should be fine for the show, but if you have a clean (IE- not visible from the front) way to help stabilize the top please do so. The client has been informed that the backwall is a little wobbly and they will be taking care with it as well. The header is a little hard to put on by yourself so I would grab a second set of hands for that part.

-The booth comes with two sets of instructions. The first is the nice, spiral bound version which is normally used for the full 10' x 20' display. But since we are only using the left side 10' version, I also printed out and stapled together the instructions for JUST the left side too. You may want to flip through the 10' x 20' set just because of the larger illustrations and the hand written notes, but the essentials are all in the stapled 10' only instructions.

-The graphic for this display is old, and isn't as taught as it used to be. Because of this, the wrinkles will not fall out as it stands on the frame. **Please bring a steamer with you** and steam the wrinkles out of the graphic after it is hung so it will look nice for the show.

-You will need to install the remote light switch outlets into the electrical outlets to be used with the surge protectors. This will make it so the client only has to use a remote to turn everything off instead of going behind the display. Details on this are in the back of the book.

-There is a bottle of Windex in one of the cases for you to use if the wings and counter arrived with any residue or smudges. If you can fit the bottle in the front counter for the clients to use, do so. But we have a LOT going into that front counter so if you don't think it will fit, just put it back in the case.

-The showcase tower going in the front left corner has graphics that go top and bottom. You should



# FRONTLINE EXHIBITS

STRATEGICALLY APPLIED IMAGINATION

have 8 printed panels and 8 clear panels. The printed panels go on the very top and the very bottom, where the clear go in the two middle areas. Please stagger the graphic panels so you don't have the same graphic top and bottom lining up.

-There are a bunch of items the client needs to have stored in their front counter for use during the show. Here is a list of what needs to be taken from Case #1 to be stored in the front counter: One black bag containing two staplers, the remote for the light switch outlets, and another black bag holding staples, pens, post it notes, scissors, and box cutter.

As for the cardboard boxes, please open the one big one for the literature so you can place those in the front counter. Photos of the boxes which need to be stored in the front counter are below:

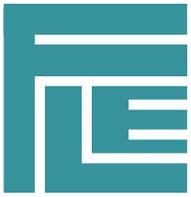


The other three boxes deal with the foam samples to be placed inside of the showcase tower and the rolls to be installed onto the counter. Leave these in the booth for the client to take care of on the 2nd. The contents of the box with the rolls and the box with the new samples are LIGHT SENSITIVE so do not open these boxes! Just leave them on the floor for the client:



-Once everything is up, unpacked, and stored as directed please lock the front counter and leave the key in the lock for the client.

-Make sure you tell Freeman to store all the cases, empty boxes, and skids for use after the show closes. Everything will need to be repacked and sent just as it came, so this is important.



-At the end of the show the client will place any trash they have in or around the waste basket, and place all items to keep and send back in/by the front counter. Please dispose of the trash items and make sure the keeper items are packaged and ready to be put on the pallet; you might need to bring tape for the boxes as the client has none.

-Also order pallet shrink wrapping for the end of the show. This isn't something I can do beforehand, it can only be ordered on the show floor. With all these loose boxes we need Freeman to wrap the pallet before shipment. You should be able to go to the Freeman service desk and get that ordered.

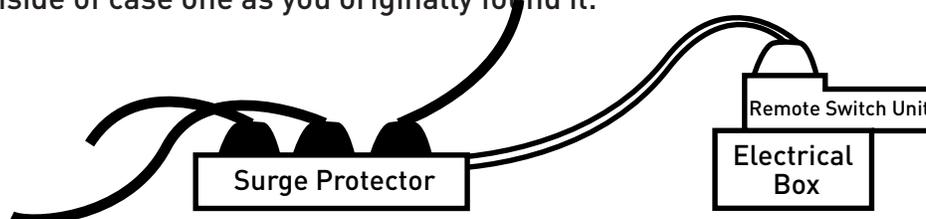
## Installation and Use of Remote Light Switch Units



Inside of the remote light switch box are three units, each numbered to respond to a certain button on the remote. Button 1 turns on/off all items plugged into unit 1, etcetera. Each has a grounded plug in the back which will be plugged into the electrical drops in the booth. Make sure after you plug them in to press the "On" button to the left side of the units so they will work. Then the surge protector will be plugged into the outlet shown on the front of the units. Now everything that is plugged into the surge protector will be tied to the remote light switch unit. After installing, please test the lights with the remote to make sure everything works correctly.

All plugs need to connect to one of these units via the surge protectors. After checking that everything works, please place the remote inside one of the front two counters with the other booth items.

When dismantling the display, please pack the remote and three units back into it's packing, then place the box inside of case one as you originally found it.



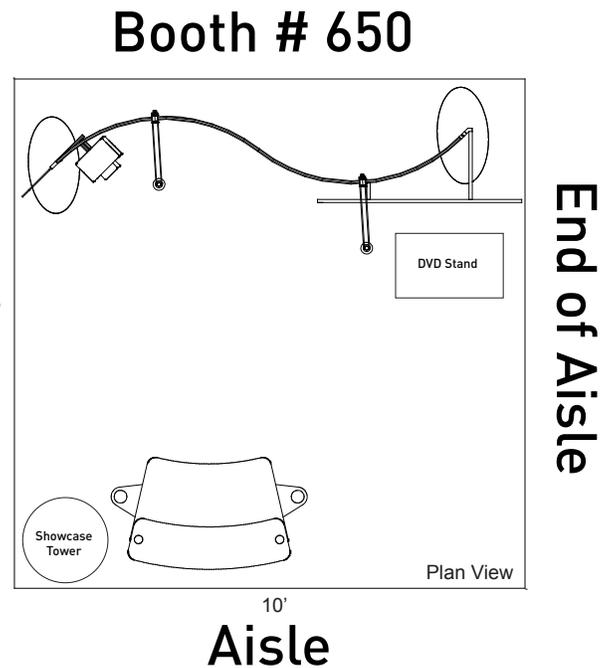


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## What the client is expecting to see

I've shown this cobbled together photo and plan view layout of the booth to the client, and this is how they're expecting it to be set up. I don't have an official photo of the 10' section put up, so I photo manipulated the one below to make it close to what it should look like. If you're able to take a photo once you finish setting up, please do so I can use it for future instruction booklets.



Graphics for Showcase Tower:



## What else is included in this packet

- PDF instructions for the Showcase Tower
- PDF instructions for the 10' section
- BOL and labels for the outbound shipping



## What Was Ordered



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



(1) Corrugated Wastebasket



*gray*

Classic Grey carpet with padding

### 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