

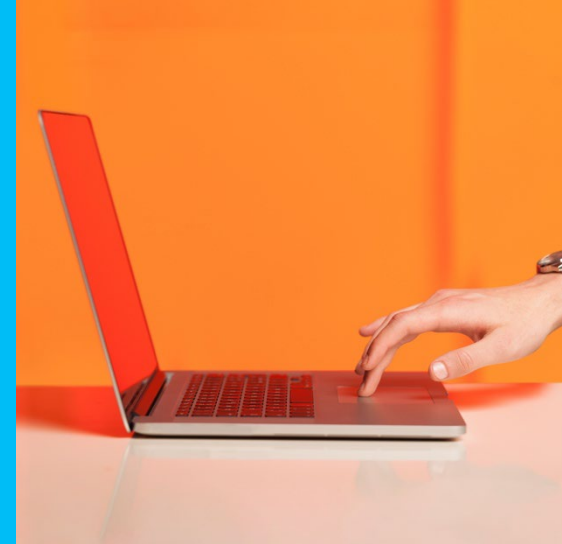
Advanced Textiles Expo 2025: Pre-Show Planning

Cassandra Cothron

Exhibitor Education Manager, Customer Experience

Freeman[™]

Advanced Textiles
EXPO





Agenda

- 01 FreemanOnline® Navigation and Tools
- 02 Shipping and Material Handling
- 03 Specialty Contractor Overview
- 04 Cost-Saving and Planning Tips

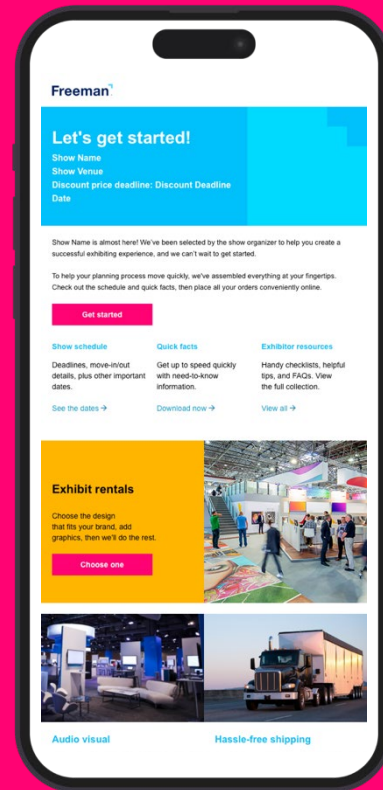
Pre-Show Planning Timeline

Begin 45+ days from the first
move-in date

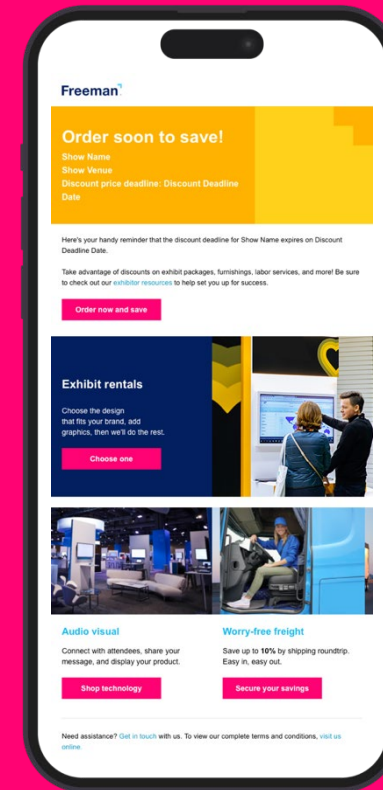


Suggested start no later than
Friday, September 19

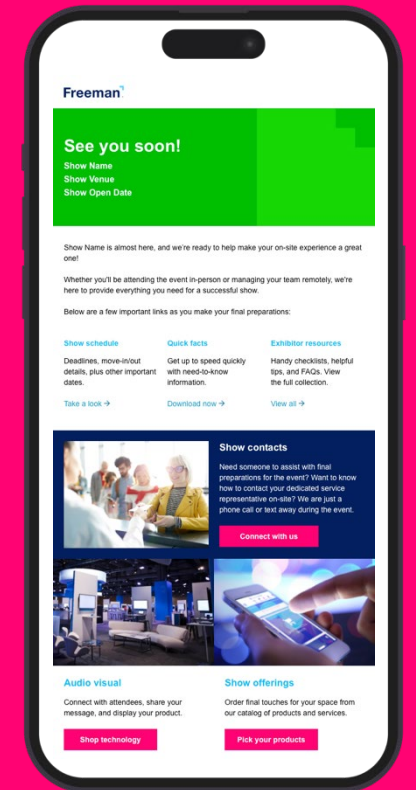
Exhibitor Pre-Show Campaign



Email 1: Let's Get Started
14 weeks before show open



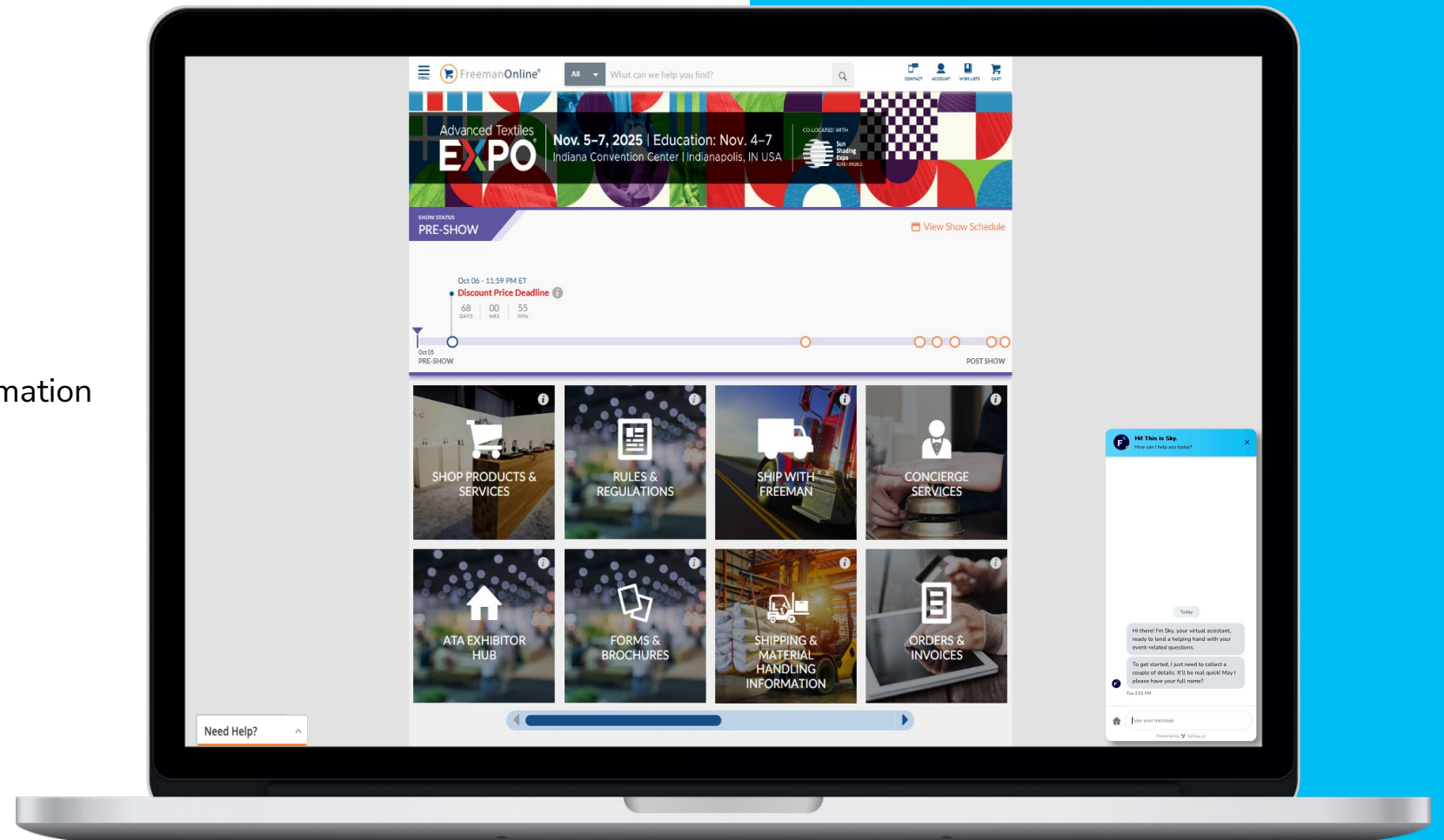
Email 2: Order Soon to Save
One week before discount
deadline



Email 3: See You Soon
One week before show open

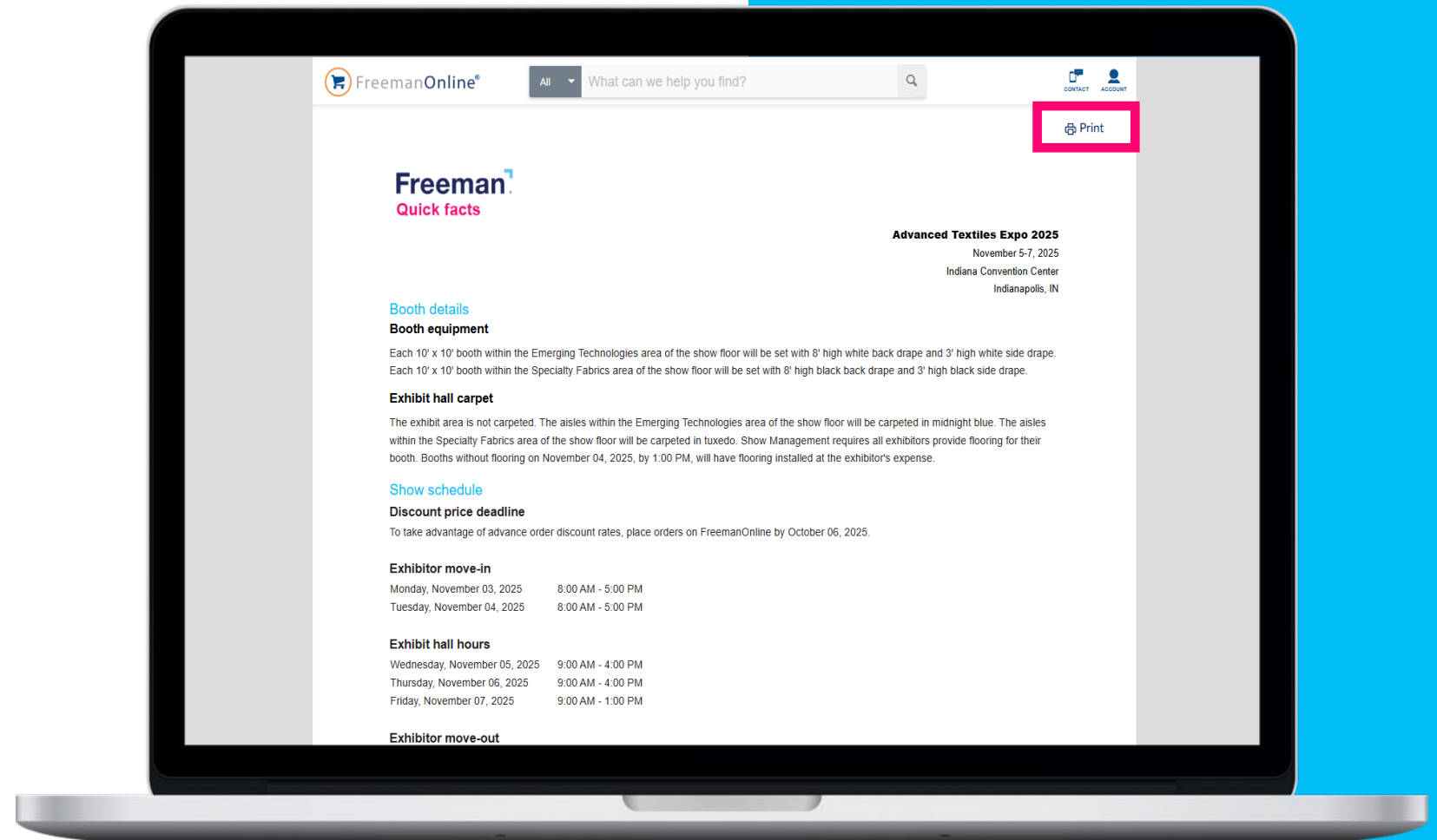
FreemanOnline® Show Home Page

- Show Schedule and Contacts
- Rules & Regulations
- What's Included In Your Booth
- Shop Products and Services
- ATA Exhibitor Hub
- Shipping and Material Handling Information
- Exhibitor Education
- Ship with Freeman
- Order from Previous Show
- First-Time Exhibitor Resources
- New! Sky Virtual Assistant



Printing and Saving Online Information

- Every informational page on FreemanOnline® has a quick and easy way to print and/or save the contents
- Look for the “print” option at the top right of the page



What's Included In Your Booth

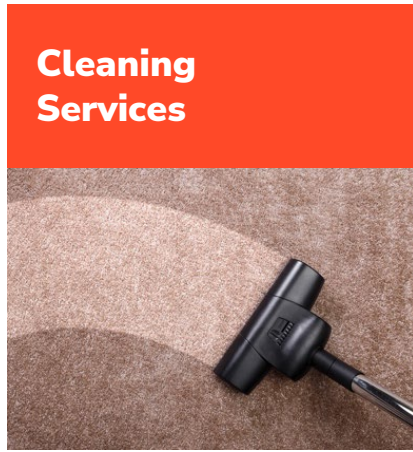
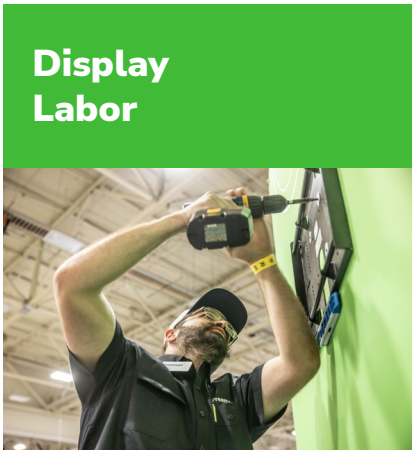
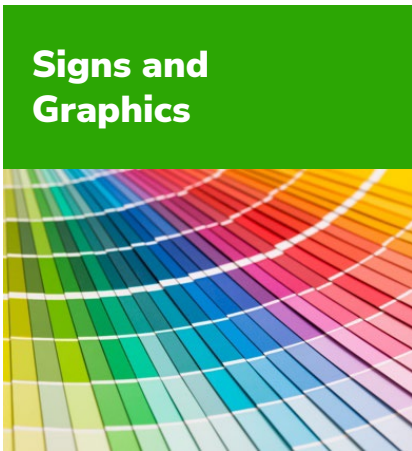
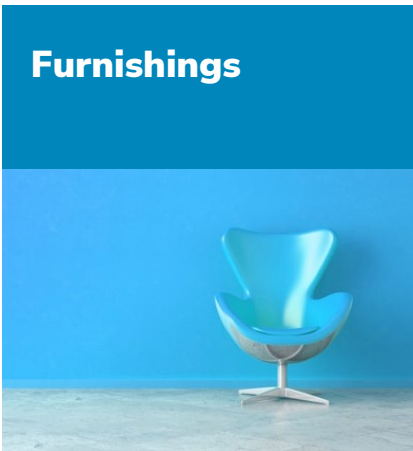
Emerging Technologies

- Each 10' x 10' booth set with 8' high white back drape and 3' high white side dividers
- Exhibit area is not carpeted. Show management requires all exhibitors provide flooring for their booth.
- Aisles carpeted in midnight blue

Specialty Fabrics

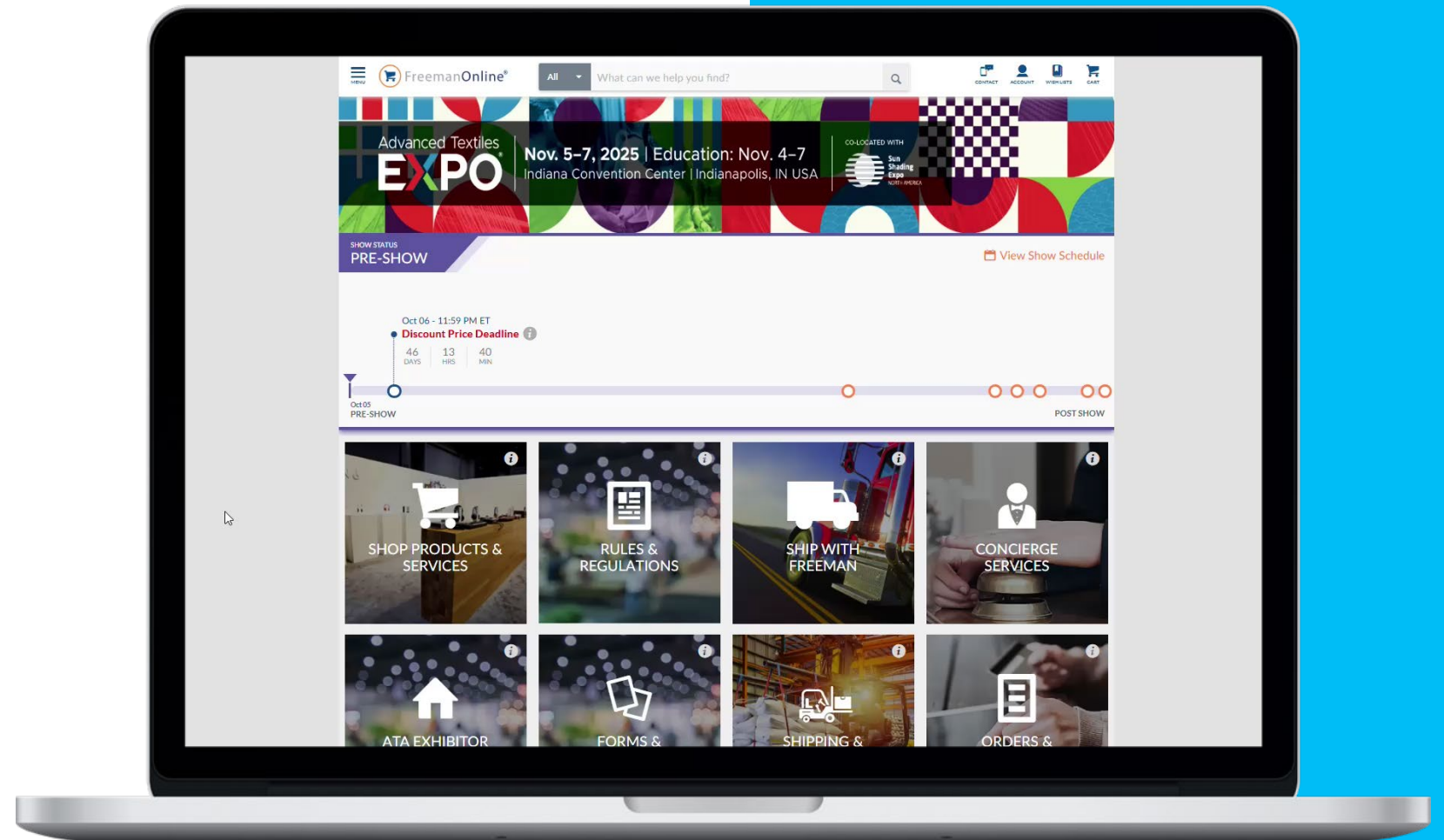
- Each 10' x 10' booth set with 8' high black back drape and 3' high black side dividers
- Exhibit area is not carpeted. Show management requires all exhibitors provide flooring for their booth.
- Aisles carpeted in tuxedo (mixed pattern of black and white)

Freeman: Official Services Contractor



Navigating to Products & Services

- Build your Booth
- Manage your Freight
- Service your Booth
- Frequently Missed Items
- Specialty Contractors

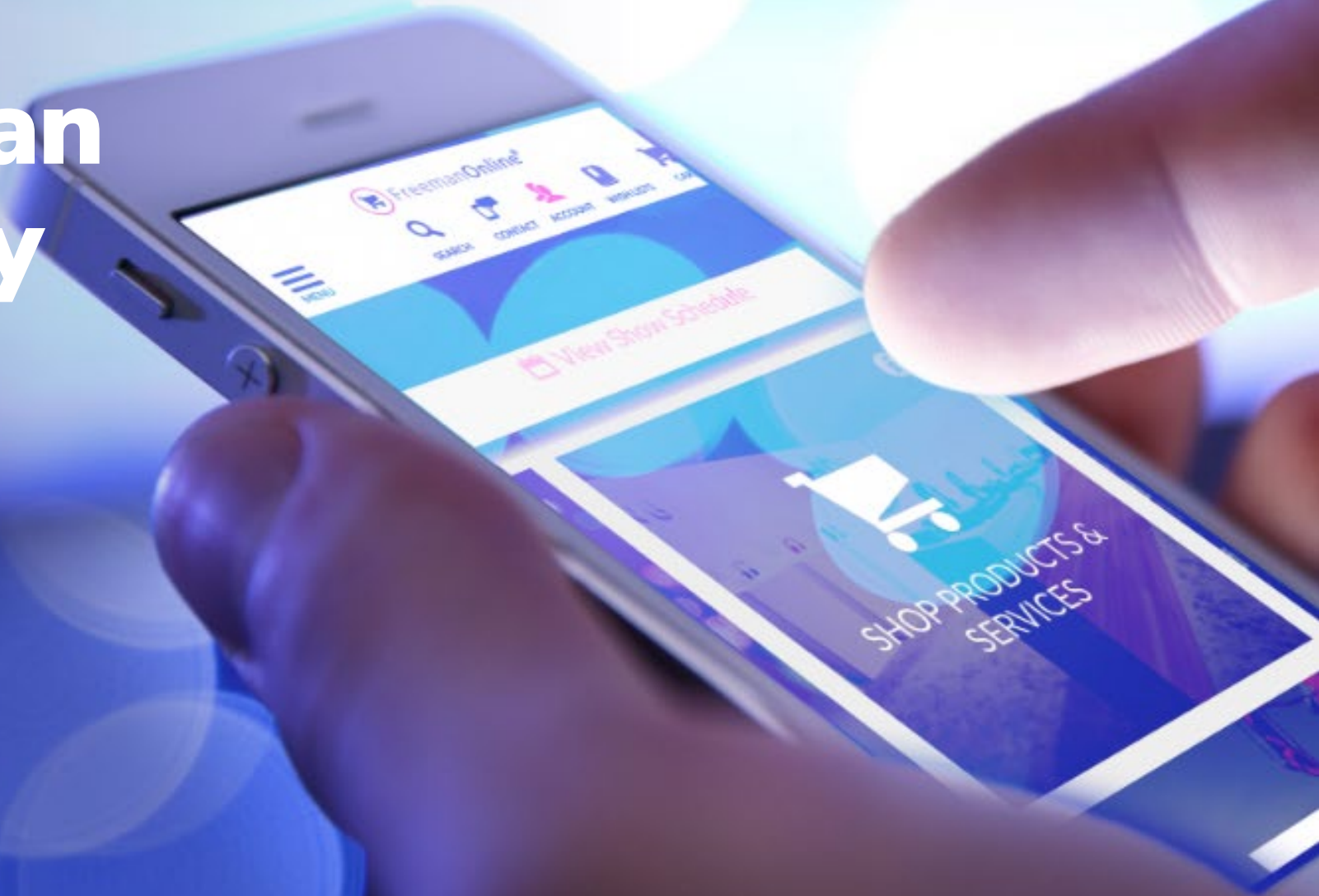


Order Freeman Services Early

Take advantage of advance order discount rates



Discount deadline date
October 6, 2025



Flooring

Exhibit area is not automatically carpeted. Show management requires all exhibitors provide flooring for their booth.

Booths without flooring on November 4 by 1:00pm, will have flooring installed at the exhibitor's expense.



Furnishings

Lounge furniture options,
presentation seating, networking
solutions and more



Signage and Graphics

With state-of-the-art design and printing capabilities, Freeman can bring your banners, signage, and exhibit graphics to life



Exhibit Rental Solutions

Online Exhibit Bundles



Online Exhibit Packages



Modular Exhibit Collection



Custom Exhibits and Fabrication



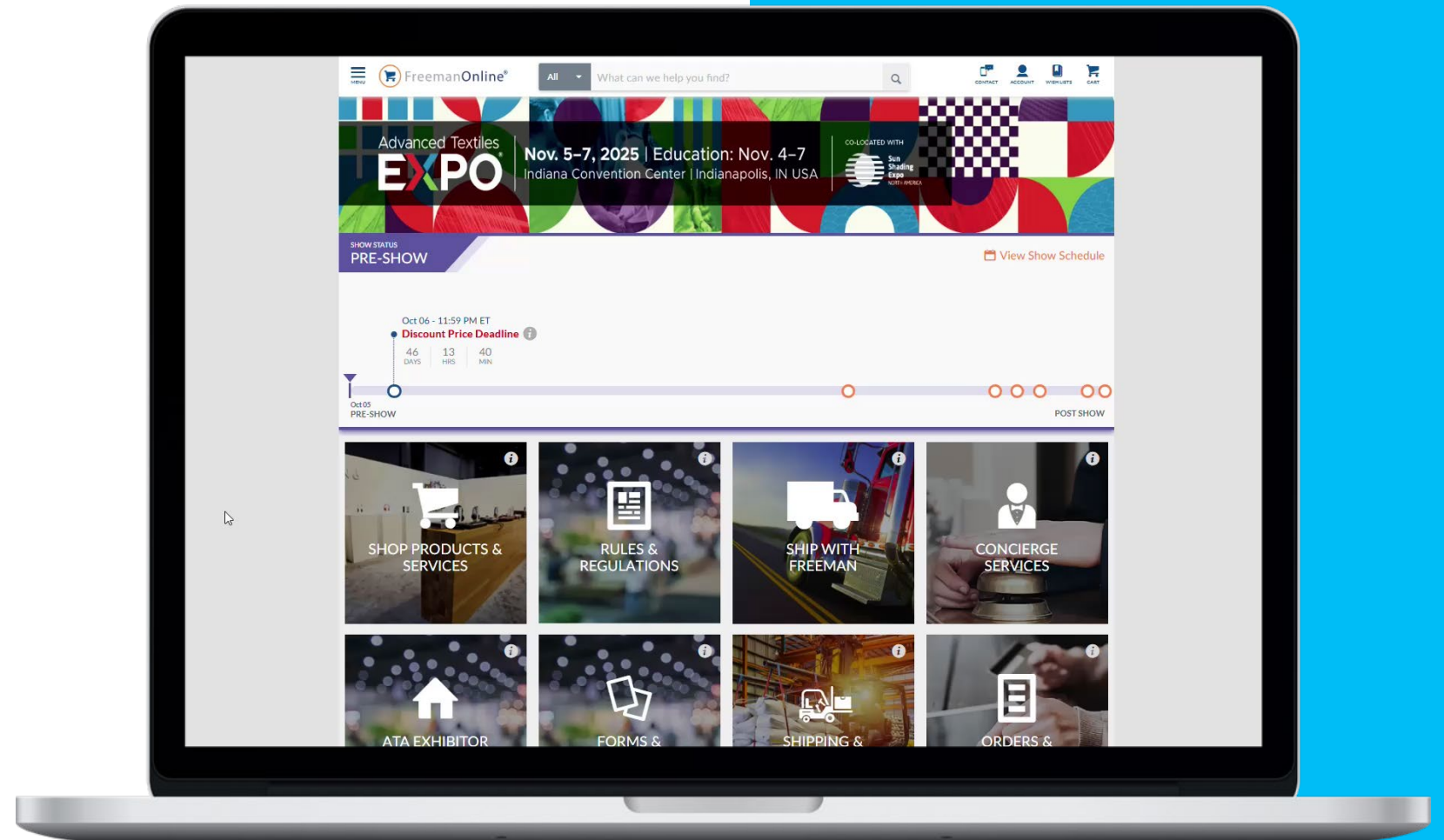
Labor Services

Place orders in advance on
FreemanOnline® or at show site
from the Freeman Service Center



Navigating to Labor Services

- Labor jurisdictions
- Rules and Regulations:
 - Hanging signs
 - Aerial labor
- Estimate costs for services
- Labor rate schedule
- Labor rates



Indianapolis Labor Jurisdictions

Full-time employees of exhibiting companies may:

- set-up and/or tear-down their owned booth materials
- perform maintenance on their own equipment after initial set-up
- open boxes, stock shelves, distribute and set product, set-up product and literature
- hand carry their own materials into the exhibit facility

The use or rental of dollies, flat trucks, pallet jacks or other mechanical equipment is **not permitted**

Any labor services that may be required beyond what your regular full-time employees can provide must be rendered by the Union or an Exhibitor Appointed Contractor



Display Labor Services



Display Labor Services

Ordering tips

- Display labor rates are per person/per hour
- Start time guaranteed only when labor is requested for the start of the working day
- Check-in at exhibitor service center for labor calls not requested for the start of the working day
- If you need to cancel labor, it must be completed in writing; 24 hr in advance
- Freeman supervised jobs will be completed at our discretion prior to show opening and before the hall must be cleared





Hanging Signs and Overhead Rigging

Hanging Signs and Overhead Rigging

Ordering tips

- Check exhibit hall rules and guidelines
- Rate is per crew/per hour
- Start time guaranteed only at the start of each working day; One hour min and ½ hour increments thereafter
- Exhibitors must submit a signed Structural Integrity form; include set-up instructions with the order form and with sign crates
- Arrange for shipping to the advance warehouse, use the hanging sign shipping label



Cleaning Services

Keep your booth spotless and pristine with cleaning services. Order as needed.



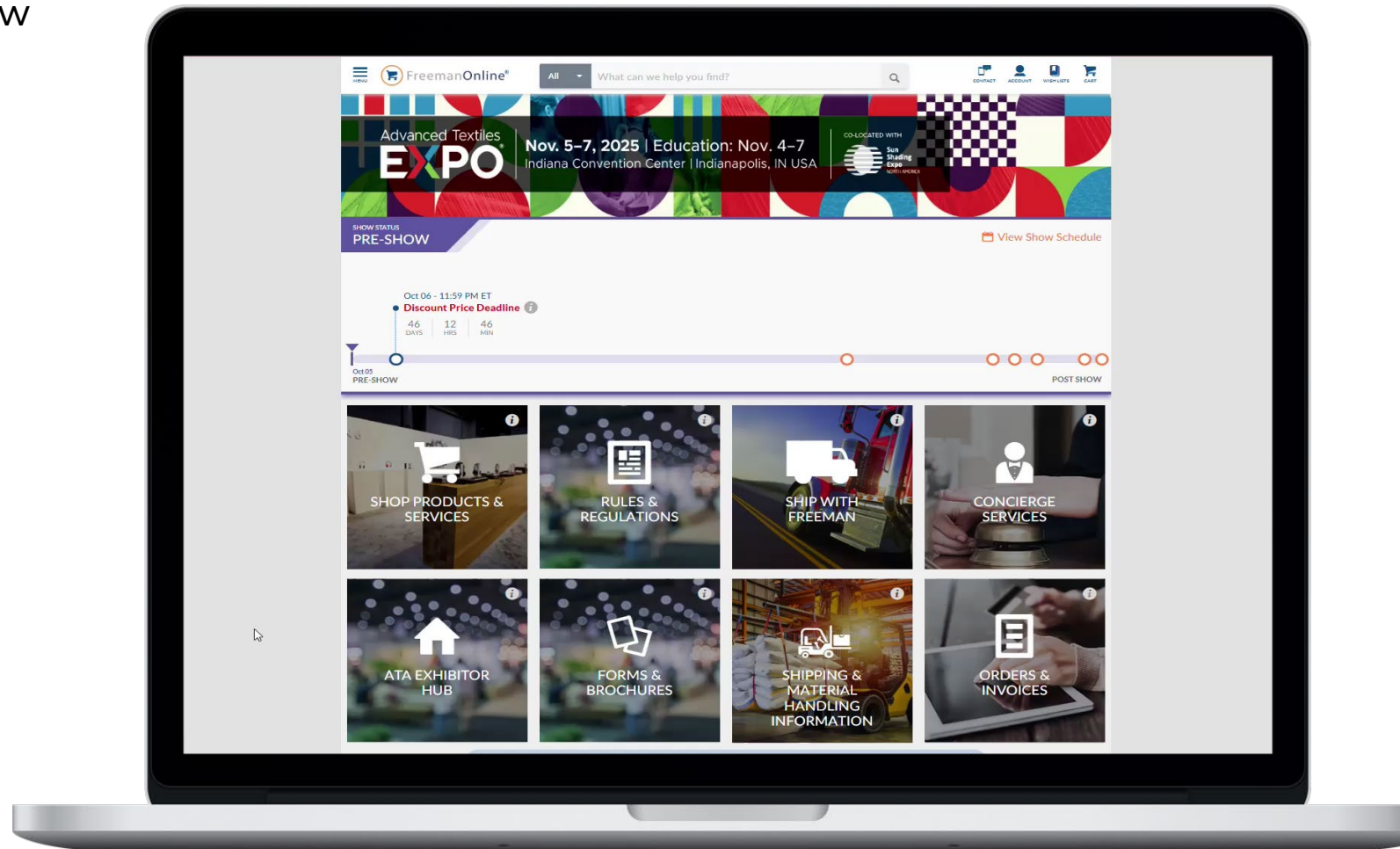
Material Handling Services

Helpful budgeting calculator
available on FreemanOnline®

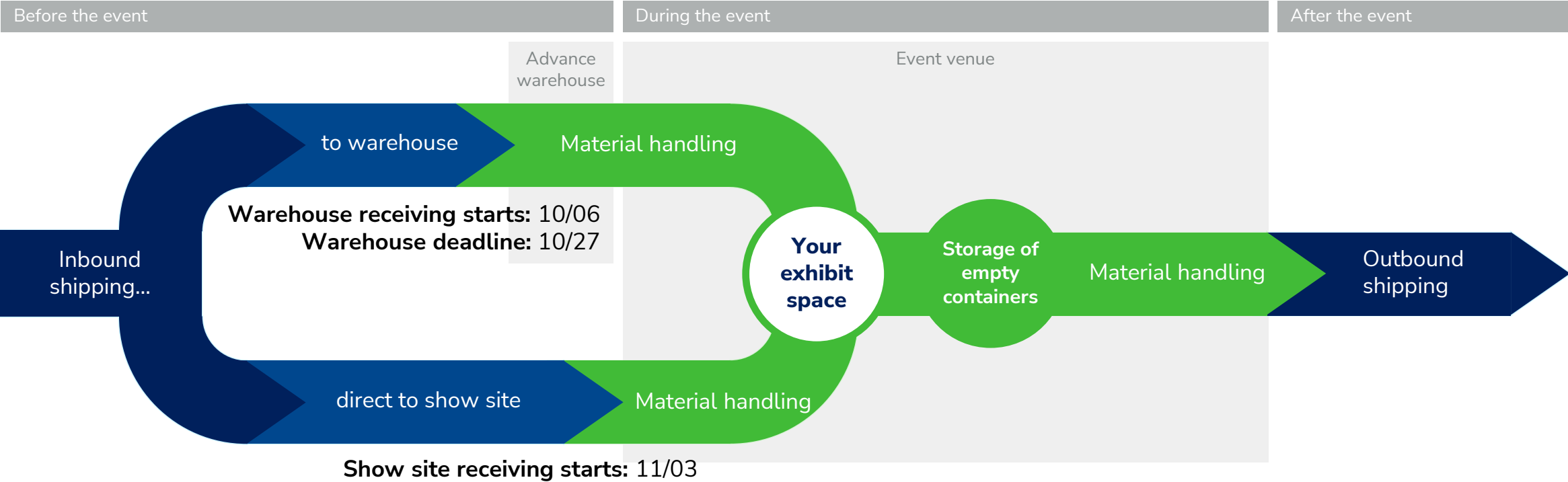


Navigating to Shipping and Material Handling Information

- Shipping and material handling overview
- Marshalling yard information
- Material handling rates
- Freight receiving dates
- Shipping labels
 - Warehouse and show site labels
 - Hanging sign labels



Shipping and Material Handling Overview





Shipping Best Practices

- Ship to the **advance warehouse** to ensure freight is on-site and in your booth at move-in; avoid show site delivery delays
- Choose **show-site** shipping if
 - advance warehouse deadline cannot be met
 - a single piece of freight weighs more than 5,000 pounds
 - freight is uncrated
- For **show-site** shipments, prepare for potential waiting time during peak delivery periods and possible carrier fees due to extended delays
- Label all freight clearly with booth number, event name, and company name
- Track your shipments and bring paperwork to show site

POV Cart Service

- POVs are defined as cars, pick-up trucks, vans, and other trucks designed for passenger use, not cargo or freight
- Workers equipped with a flat cart will assist exhibitors with unloading. Each cart will handle a load approximately 3' wide x 4' long x 3' high. Freight must not exceed 300 lbs.
- This service is available at a round-trip rate of \$217.50 per trip
- Cart service includes storage of empty cardboard/product boxes at no additional charge
- Please note: We anticipate that during peak periods, wait time can exceed 2-3 hours





Shipping Services

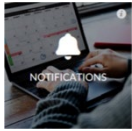
- Shipments originating from countries other than U.S. must be cleared through customs
- Review dates for advance warehouse, show site, and check-in times when confirming with shipper
- Freeman Transportation® specialists available for custom quotes

FreemanOnline® Self-Service Features

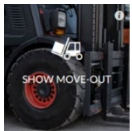
FreemanOnline® provides self-service functionality as well!



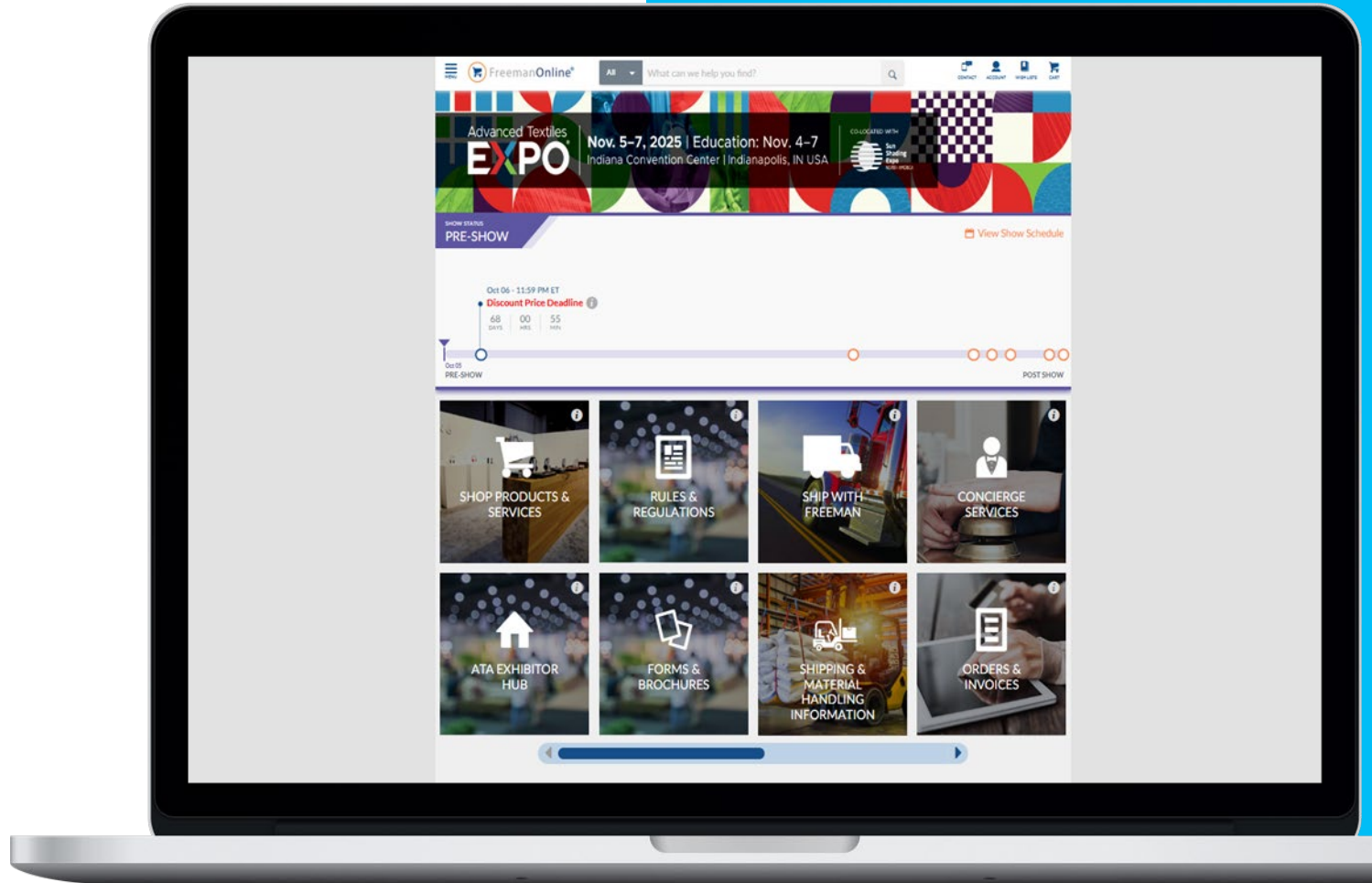
Concierge services – request service directly from the comfort of your booth



Notifications – set up and view important live event notifications for you and your team



Show move-out - submit and finalize outbound paperwork digitally





Specialty Contractors

Cable TV:
Indiana
Convention
Center

Electrical:
Indiana
Convention
Center

Food and
Beverage:
Sodexo Live!

Lead
Retrieval:
Expo Logic

Photography:
Mark Skalny
Photography

Plumbing:
Indiana
Convention
Center

Telephone
and Internet:
Indiana
Convention
Center



Vendor Services Impact Each Other

Certain services provided by Freeman are dependent on orders placed with other vendors, such as:

- Flooring cannot be installed until ICC completes any required electrical, plumbing, or internet floor work
- Overhead rigging orders requiring power for motors or hoists must have electrical service ordered separately through ICC in addition to the rigging order

Remember: submitting service orders in advance significantly affects the on-site experience

Cost-Saving and Planning Tips



Review the exhibitor service manual and understand important deadlines

Order prior to vendor discount deadline dates for best rates

Review the Frequently Missed Items tile on FreemanOnline®

Include set-up instructions with labor order and inside crates

Consolidate shipments and avoid late to warehouse fees

Ensure all teams have all paperwork on-site

Have Additional Questions? Contact Us!



Phone

7am–7pm CT (M–Th)
7am–5pm CT (Fri)

Domestic:

1-888-508-5054

International:

1-817-210-4869



Text

7am–7pm CT (M–Th)
7am–5pm CT (Fri)

Domestic:

1-888-508-5054

International:

1-817-210-4869



Email

Responds within
1-2 business days

Domestic:

[Freeman.com/contactus](https://freeman.com/contactus)

International:

[Internationalsupport
@Freeman.com](mailto:Internationalsupport@Freeman.com)



Chat

7pm–4am CT (Sun)
7am–4am CT (M–Th)
7am–5pm CT (Fri)

Domestic and

International:

[Freeman.com/store](https://freeman.com/store)



WhatsApp

7am–7pm CT (M–Th)
7am–5pm CT (Fri)

Domestic and

International:

1-214-984-3514



Thank You!

Freeman[™]

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