

INTRODUCTION

The look of your booth not only reflects the products you sell, but also contributes to the entire visual presentation of the show. A clean, well-presented display can entice buyers into your area and give them ideas of how to present your merchandise in their stores. Western Exhibitors tries to encourage exciting and effective booth displays by offering awards in several categories. The following pages offer details on the booth award program.

Our surveys support the fact that most buyers spend approximately five to ten seconds deciding whether or not to stop and look at an exhibitor's booth while shopping the show. Putting together a "look" for your company with a new booth display is an opportunity for your company to stand out and capture a buyers attention. It also tells a potential customer that you are a professional—ready to do business.

This is meant to inspire your creativity, not to scare you! Western Exhibitors, LLC has put together this workbook to help you create a look for your company as well as finding inexpensive and convenient ways to assist you in obtaining the materials you need to give your booth that personal touch.

Here's what you'll find inside:

- Budget
- Booth Display Themes
- Booth Design (covers everything from the floor to the lighting and fixtures)
- Shopping Resources
- Labor
- Booth Alternatives
- Basic Supplies to take to the show site

Western Exhibitors' Booth Award Program

Western Exhibitors initiated our booth award program to recognize those exhibitors for their creativity in booth display and to inspire other exhibitors with their own booth displays. We reward exhibitors for their creativity in booth display. Our Booth Award Program consists of the following items, which will help you to determine what areas we find important.

Overall Styling

Wall System and Signage	30 points
Coordinating Floor	10 points
Unique or Coordinating Fixtures	15 points
Lighting	10 points
Utilizing Product Theme	15 points

Other Factors

Good or Unique Display Techniques	10 points
Good Traffic Patterns	10 points
Total points available	100 points

Deductions

Display too close to the aisle	-10 points
Wall system not fully covering show curtains	-10 points

Our judges personally visit every booth at the various markets—they use the above criteria in determining an exhibitor's eligibility for the award. Companies who are chosen for the awards receive an attractive plaque, recognition in post-show press releases, and promotional materials, and are given a "first look" when assigning booth space for the next show.

Visual Presentation

Budget

The first step in creating an effective booth display is to realize that you must spend some money. A separate budget should be set up for your visual presentation, independent from your booth price, travel expenses, staffing or other items. This will assist your design decisions as you factor in long/short-term use of materials, shipping, labor and storage. The following is a sample form that can be used when determining your booth presentation budget:

Booth Area	Item	Per Show Cost	Multi-Show Cost	Total
Flooring	Floor Covering			
	Carpet Pad			
Booth Walls	Fabric/Gator Foam			
	Hardwall System Rental			
	Labor to install			
	Miscellaneous Items			
Lighting Rent vs. Buy	Lighting Fixtures/Cords			
	Electrical			
	Bulbs			
	Labor to install			
Fixtures	Booth Furniture (rented)			
	Booth Furniture (purchased)			
	Shelving			
Flame Treating	Risers			
	Product			
On-Site or Hired Labor	Labor			
	Union Labor			
	Staffing			
	Display House			
Packing Materials	Crates			
	Boxes			
	Packing Tape			
	Bubblewrap, etc.			
Shipping	Common Carrier (<i>Yellow Freight, etc.</i>)			
	UPS			
	Federal Express			
	Own Vehicle			
Grand Total				

BOOTH PACKAGE

Booth package refers to the equipment and services provided with your booth space by show management via the service contactor. In some shows, particularly European markets, this includes nothing more than the bare floor marked with your booth's perimeter. Western Exhibitors provides a booth package, which meets the **basic** needs of our exhibitors. We encourage you to view it as merely the starting point for your booth presentation. Remember, everyone in your aisle is starting out with identical packages—it is your responsibility to make buyers notice your booth.

It is important to remember that when designing/building elements for your booth to use the interior measurements of the space. For example, a 10 x 10 space has a usable interior measurement of 9'8" x 9'8". If you build something exactly 10 feet, it may not fit and need to be altered on-site.

Booth packages vary between shows, cities, hall and merchandise category divisions. Differences include:

- Type, color and height of booth dividers
- Type and color of the carpet (aisle and booth interior)
- The inclusion and amount of electrical and drayage
- The inclusion of tables (draped/undraped) and the way they are provided (automatically or must be ordered).

For example, while booth number 4002 at the Washington State Convention & Trade Center may be virtually identical to booth number 1520 at Moscone Center, a Portland Jewelry Vault booth number 3848 is almost 100 percent different from San Francisco's Concourse booth number 8002.

Please refer to the following pages in your exhibitor manual to determine what is included in your booth package:

Portland

Page 34-35

Seattle

Page 14-15

San Francisco

Page 16-18

Green Pages for Concourse Booths

If you are in the North Hall of Moscone Center, please contact George Little Management regarding booth specifications.

As packages are refined and change over time, it is wise to check your manual carefully before every show.

BOOTH DISPLAY THEMES

It is much easier to budget and design a booth display if you have a theme in mind. Most often, your product can determine the theme you use; however, themes also afford you the possibility of being original and even daring. **REMEMBER: A BOOTH DISPLAY DOES NOT NEED TO BE EXPENSIVE, AND IT SHOULD BE ADAPTABLE TO CHANGE.**

It is important to remember that your visual presentation should enhance the product you sell—not overpower it.

The following are a few examples of booth themes, propping ideas and product categories that might work within the themes mentioned:

Booth Theme Ideas

Industrial

Propping: screening (can be painted with spray paint or left in silver); galvanized garbage cans (great for easy storage); 2 x 4's, sawhorses; tools (hammers, saws, screwdrivers, etc.); hard hats; paint tarp (for floors and/or walls—left plain or spotted with paint); paint cans and brushes; metal canned lighting; metal chairs and/or stools; corrugated metal walls; industrial floor mats, etc.

Product Categories: Jewelry (earrings can be looped through screening); men's accessories; contemporary gift items; personal and fashion accessories; linen and bath accessories

Nautical

Propping: Oars; nets; fishing accessories; life preservers; anchors; shells; sand (sand must be contained and kept away from aisle carpeting); canvas or sail cloth (can be used for floors and/or walls); sailing hats and accessories; striped fabrics, etc.; canned lighting (in nautical colors or white)

Product Categories: Children's accessories and gifts; tabletop (a table draped with sail cloth and net then set); gourmet products; baskets; seasonal; souvenir/resort/novelty; imprinted sportswear; personal and fashion accessories

Natural/Eco-Friendly

Propping: Corrugated cardboard; unbleached canvas (can be used for floors and/or walls); unbleached muslin (for walls); fresh plants and floral; sod (can be used for the floor or table tops—make sure to line the floor or table with plastic before rolling out sod); unfinished wooden furniture (chairs, tables, benches, etc.); fresh fruit and vegetables; sisal (great for flooring)

Product Categories: Aromatherapy; garden accessories; candles; stationery; pet products; linens and bath accessories; tabletop; recycled products; imprinted sportswear; personal and fashion accessories; multi-cultural merchandise; handcrafted merchandise

Visual Presentation

Zen or Minimalist

Propping: White or unfinished furniture (chairs, tables, etc.); fresh plants and foliage; orchids (silk or fresh); hardwall system; unbleached or white fabric (for walls); glass shelving; glass furniture (tables); sisal (for flooring); roll out or tiled vinyl flooring

Product Categories: Aromatherapy; candles; stationery; linens and bath accessories; tabletop; personal and fashion accessories; home accessories; men's gifts; contemporary gift lines; multi-cultural merchandise; handcrafted merchandise; garden accessories; jewelry

Circus

Propping: Brightly colored fabrics (in primary colors); balloons (without helium—not allowed in convention facilities); brightly colored vinyl roll-on flooring (in primary colors); brightly colored foam flooring tiles; brightly painted furniture (tables, chairs, stools, shelving, etc.); bowls filled with animal crackers; painted canvas (great for walls and floors); canned lighting in primary colors

Product Categories: General gifts; children's merchandise; stationery; souvenir/resort/novelty; gourmet products; personal and fashion accessories; games; multi-cultural merchandise

Home Style

Propping: Curtain rod—pre-made curtains; canvas (for walls and floors); welcome mats; furniture; fresh plants and floral; paintings and/or prints; kitchen utensils; fresh fruit and vegetables; bread; dishes; carpeting; roll-on vinyl flooring; sisal; upholstered furniture (small pieces); telephones; garden furniture; canned lighting

Product Categories: Home and decorative accessories; kitchenware; gourmet food products; stationery; imprinted sportswear; personal and fashion accessories; aromatherapy; children's accessories; floral and garden accessories

Color Theme

Propping: All propping should be color coordinated or color specific—i.e., fabric; painted walls; table linens; flooring/carpeting; mixed fruits and vegetables; plants and floral; upholstered furniture

Product Categories: All categories work with this idea—this theme can provide a defined, clean/bold look for almost any product. This is the easiest booth display type used.

Visual Presentation

Other Ideas:

Look through magazines and trade publications for the latest trends and colors:

Architectural Digest
Better Homes & Gardens
Bon Appetit
Design Display Ideas
Elle Décor
Gifts & Decorative Accessories
Giftware News
Glamour Magazine
Gourmet Magazine
House Beautiful
Metropolis
Metropolitan Home
Special Events

Show Site Tool Kit:

Remember to bring with you some basic supplies to show site. Here are a few items to incorporate:

- Blade or knife
- Scissors
- Nylon Filament
- Wire
- Pins/Tacks
- Sturdy Stool (for reaching the top of your booth)
- Small Hammer/Nails
- Small Screwdriver
- Extra Paint (if applicable) with brushes
- Carpet Tape (if applying your own floor)
- Scotch/Masking Tape
- Packing Tape (for move-out)
- Glue Gun with Glue Sticks

BOOTH DESIGN

When determining your visual presentation, remember that it must be easy to access your product—most sales are made when buyers are able to touch the merchandise you have available. Hidden product or poor traffic flow in and out of your booth can be a deterrent for buyers. A booth should not only be welcoming but also become a comfortable place for buyers to shop.

The following are some suggestions for the various areas of your booth:

Wall Covering: Provides the largest, single element and can help define the overall look and texture of your booth.

Do I need to use the pipe and drape supplied by the decorator?

No. There are several options for either covering the drape supplied by the decorator or renting an entire booth system from the show decorator. This is an area where you can let your originality shine. The following will give you some ideas for walls covering:

- Fabric—can be painted or printed
- Gator Foam
- Paint-on Materials (canvas, awnings, tenting)
- Slatwall/Gridwall/Plywood
- Corrugated or seamless paper in large rolls
- Cardboard
- Corrugated Metal
- Lattice
- Pegboard
- Plywood
- Photographic Paper

We strongly encourage you to cover the existing booth drape. This is a requirement in most corner booth space assignments.

Special Note for Exhibitors on a Corner

A corner booth is a premium space and acts as a catalyst for the aisle where it is positioned. You pay a fee for the visibility you receive, and we require upgrades from you to set the tone of your aisle. **If you have a corner booth, you must adhere to the “hide the drape” policy. All corner booth exhibits must cover the standard drapes—failure to do so may result in a loss of corner booth space—except in the Jewelry Vault.**

Visual Presentation

Signage: Provides company identity and significantly influences the professional look of your business

Can my sign be read at a distance?

Signage can reinforce your company's name to the customers. Your booth package comes with a booth sign done by the decorator; however, you can use one printed sign with your name and logo. **Please note that signs must be printed—handwritten signs are against our exhibiting policy. REMEMBER TO INCLUDE YOUR BOOTH NUMBER ON CUSTOM SIGNAGE.**

Floors: Like wall covering, provides significant impact of the overall look and defines your space from the aisle. Especially important with wall-to-wall carpeting.

Are they comfortable to stand on all day?

Carpet comes with your booth package; however, it is placed directly on top of cement floors. When considering flooring, you may want to include carpet padding or foam. The following are other examples of flooring that have been used successfully:

- Vinyl
- Foamcore/Gator Foam
- Currugated paper (comes in large rolls)
- Your own carpet—cut to size
- Linoleum tiles squares or rolls
- Masonite
- Painted Canvas
- Sisal
- Laminate Wall Paneling (4 x 8 sheets)
- Celltek or Sintra
- Foam Tiles

Fixtures: Provides staging for your product. Most effective when tied to an overall design theme or look of your booth.

Is the furniture or fixturing appropriate and proportionate to my booth size?

Make sure that there is enough room for you and your customers to walk around. Surveys show that buyers feel uncomfortable walking into a booth they cannot exit. Fixtures can be used to display your product and give your booth personality. The following are ideas for fixtures—custom is better than draped tables:

- Antiques
- Old Furniture (repainted or worn)
- Cabinets
- Metal, wood or glass display showcases
- Bookcases

Visual Presentation

Lighting: Dramatically influences every element in the design of your booth and product. One of the most important elements in your booth presentation.

Does my lighting truly highlight my product and focal points?

Good lighting should not brightly light up your entire space—it should spotlight where you want customers to look first. Recessed lighting or Halogen spotlights are good investments (Halogen lighting is true to color and will show the actual color of your products). Lighting does not need to be expensive. The following are ideas for lighting:

- Halogen Lights
- Mini Lights
- Stand alone and clamp Halogen fixtures (they come in colors)
- Track Lighting
- Spots and Floods
- Clip-on lights

All lighting must be grounded—using a three-prong outlet. If your booth package does include electrical, definitely plan to use additional lighting.

Accents and Accessories: Highlights individual products and the overall look of your booth. It is the easiest to change.

Will my customers and I quickly tire of the look of my booth and is it easy to change?

Accents and accessories let you change your image often for minimal cost. This is the place where you can use the latest color trends easily and can accentuate your newest or unusual products. While the possibilities are endless, the following will give you some ideas for accents and accessories:

- Fresh plants and flowers—real or faux
- Furniture
- Mannequins
- Jewelry Displays
- Brick and masonry
- Glass brick
- Fresh fruits and vegetables
- Food items (bread, etc.)—real or faux

Accents should enhance—not detract—from your merchandise

Visual Presentation

Important Booth Design Factors

Remember to consider the following while planning your booth display:

- Consider how your display materials will get to the exhibit hall in the design process. Your booth display should be easy to transport. Make sure that your display items are packed well for shipping.
- Your booth display should point out your company's focus. Make sure that your booth projects the image of your merchandise—for example, if you sell children's products, make your booth fun and colorful.
- Your booth display should include a place for you and your customers to sit and room enough for you to walk around with them while taking orders. If using chairs, we recommend "counter height" or bistro height. Make sure there is enough room for a writing surface (desk, table or podium) or use a clipboard.
- Your visual presentation should be easy to put together. You only have a short amount of time to put your display and merchandise together—make sure that you do not make your visual presentation so complicated that you do not have time to properly merchandise your product.
- Plan to include space to get coat, handbags, luggage, lunch, extra order forms, paperwork, etc. out of site.

FLAME TREATING

All propping, drapes, signs, banners, table coverings, acoustical materials, cotton, paper, straw, moss, split bamboo, plastic cloth and similar materials **MUST BE** flame treated to the satisfaction of the fire department. All table coverings, fabric walls, paper or any decorative materials, whatsoever, must have a California flame treatment certificate for the San Francisco International Gift Fair®; a receipt for flame treatment supplies for The Seattle Gift Show® and Portland Gift & Accessories Show® is sufficient. If you flame treat your own display, you must submit a letter to Western Exhibitors stating your name, booth location, product used and note that you have applied the product according to the instructions.

The following is a list of vendors and/or companies that apply flame treating:

San Francisco Bay Area/California

Flamort Company, Inc.	415.621.7825
Flameout Services	707.558.0586
Coit Drapery Carpet and Upholstery Cleaners	650.362.3516
Fire Marshall	415.558.3300

Seattle Area

PNTA—Pacific Northwest Theatre Associates	206.622.7850
Display Costume Supply, Inc.	206.362.4810
American Fire Protection Co., Inc.	206.623.4208
Evergreen Fire & Safety Supply	206.368.3921
General Fire Equipment	509.535.4255
Fire Marshall	206.386.1355

Portland Area

Metro Safety & Fire, Inc.	503.231.2999
Fitzgerald Industrial Supply	800.452.3286
Fire Marshall	503.823.3955

The products your sell are exempt from flame treating. All drape, carpet, hardwall and other equipment obtained through the official show decorator is flame treated.

If you are unsure of a product, do a flame test yourself. A flame test is: hold a match or lighter to a sample of the material to be tested for 13 seconds. When you remove the flame, material should not continue burning—if it does, it is not sufficiently flame treated.

RESOURCE LIST

The following is a resource guide to help in finding the items you need to create a one-of-a-kind booth display. Check your local yellow pages for phone numbers:

FABRICS—PRE-FLAME TREATED

Rose Brand
75 9th Avenue, 4th Floor
New York, NY 10011
212.242.7554
800.223.1684
www.rosebrand.com

Rose Brand
10856 Vanowen Street
North Hollywood, CA 91605
818.505.6290
800.360.5056

FIXTURES/PROPS

Bensons' Import Corporation
15591 Container Lane
Huntington Beach, CA 92649-1530
714.893.5130
www.bensonsimport.com

Edward Martinez Fabrications
79 Sharon Street
San Francisco, CA 94114
415.621.2000
415.621.2058 (fax)
www.emfab.com

Omaha Fixture Manufacturing
P.O. Box 2010
Omaha, ME 68103
800.662.4295
www.omahafixture.com

Rotonics Manufacturing
17022 S Figeroa Street
Gardena, CA 90248
310.538.4923
310.538.5579
www.rotomics.com

Superior Specialties
3013 Gilroy Street
Los Angeles, CA 90007
800.666.2545

FLAME TREATING SUPPLIES

Fitzgerald Industrial Supplies
503 SE Maritime Avenue, Bldg 5
Vancouver, WA 98661
800.452.3286
360.695.2213
www.hometown.aol.com/fitzsupply

FLORAL

Greenleaf Wholesale Florits
3628 N Leverman
Portland, OR 97217
503.285.3900

Frank Adams Wholesale Florist
3626 N Leverman
Portland, OR 97217
503.286.8900

Local Flower Markets—check Yellow Pages

Visual Presentation

GATOR FOAM

Professional Image
Northern California
888.524.1053
209.577.6103 (fax)
www.pro-image.com

South Bay Copy & Blue Print
402 NE Washington
Olympia, WA 98501
360.965.1200
360.956.3317 (fax)
www.olympiaonline.com/southbay

Regal Plastics
2250 McKinnon Avenue
San Francisco, CA 94124
415.550.1848
415.824.6908 (fax)
www.regalplastics.com
(National locations available—check web site)

EM Plastics
Canada/Blaine, Washington area
Check your local information

HARDWARE/TOOLS/FINISHES

Discount Builders
1965 Mission Street
San Francisco, CA 94103
415.621.8511
415.621.1830 (fax)

Van Dyke's Restoration
P.O. Box 278
Woonsocket, SD 57385
800.588.1234
www.vandykes.com

MANNEQUINS/SEASONAL DECORATIVE

Bay Area Display—San Francisco
75 Varney Place
San Francisco, CA 94107
415.546.0240

Carol Barnhart, Inc.
143-149 West 19th Street
New York, NY 10011
212.645.5130
www.carolbarnhart.com

M & N International
P.O. Box 64784
St. Paul, MN 55164
800.479.3863

Silvestri
8125 Beach Street
Los Angeles, CA 90001
323.277.4420
800.647.8874
323.585.0861 (fax)
www.silvestricalifornia.com

Trimco
459 West 15th Street
New York, NY 10011-7065
212.989.1616

PAPER/RIBBONS/VINYLS/PLASTICS/ BACKGROUNDS

Anderson "Celebrate!"
P.O. Box 1151
Minneapolis, MN 55440-1151
800.896.2353

Apex Plastics Industries, Inc.
155 Marcus Boulevard
Hauppauge, NY 11788-0701
631.231.8888
800.APEX.INC
www.apexplastic.com

Visual Presentation

PLASTICS

Apex Plastics Industries, Inc.
155 Marcus Boulevard
Hauppauge, NY 11788-0701
631.231.8888
800.APEX.INC
www.apexplastic.com

Regal Plastics
2250 McKinnon Avenue
San Francisco, CA 94124
415.550.1848
415.824.6908 (fax)
www.regalplastics.com
(National locations available—check web site)

Tap Plastics
154 S. Van Ness Avenue
San Francisco, CA 94113
415.863.7360
415.864.3177
www.tapplastics.com
(Several locations available state/nation wide—check web site)

SEAMLESS PAPER (FLAME TREATED)

Backgrounds to Basics
4588 E Second Street, Unit G
Benicia, CA 94510
800.523.6621
888.523.6621 (fax)

Glazers Camera Supply
430 8th Avenue N
Seattle, WA 98109
206.624.1100

Superior Specialties
3013 Gilroy Street
Los Angeles, CA 90007
800.666.2545

SIGNAGE/BANNERS/FABRIC PRINTING

Edward Martinez Fabrications
79 Sharon Street
San Francisco, CA 94114
415.621.2000
415.621.2058 (fax)
www.emfab.com

Faultline Designs
3018 22nd Street
San Francisco, CA 94110
415.643.8387
415.634.8390 (fax)

Promotional Fabrics, Inc.
356 Reed Street
Santa Clara, CA 95050
408.988.1111

TABLE CLOTHS/CHAIR COVERS

The Table Cloth Company
514 Totowa Avenue
Paterson, NJ 07522
800.227.5251

Drapes 4 Show, Inc.
5171 N Douglas Fir Road, Unit 2
Calabasas, CA 91302-1462
800.525.7469

WALLS

Walls & Forms
4715 McEwen
Dallas, TX
972.980.7320
972.980.8424 fax

HIRED LABOR

Our gift shows are held in facilities that fall under Union jurisdiction. As a guideline, the installation and dismantling of a booth, which requires the use of hand tools, or **one person** more than 30 minutes falls within the jurisdiction of the Union. This includes crating and uncrating your display only—not the placement of your merchandise. If you feel your display is complicated or delicate, you or one of your employees can supervise the work of Union personnel. However, **only one of you can work directly with the Union labor.**

If you plan to use an assembled structure in your display, try to design it using wing nuts or pinned hinges to avoid the use of hand tools on-site. Then, practice setting it up and tearing it down in order to be prepared prior to move-in.

If you utilize the service of an independent display house for your visual presentation, you must also use Union labor to install your display. You are not required to use Union labor to merchandise the product in your booth. Pages 17-20 will further explain the policies dictated by the Union.

Many exhibitors choose to have an outside vendor or display house design and install an eye-catching booth for them **OR** they need help in merchandising their product. The following is a list of design houses and merchandising resources that might be able to assist:

Specialty Booth and Visual Displays	Phone Number
Edward Martinez Fabrications	415.621.2000
Professional Exhibit Display	800.734.0064
Prodisplay	800.249.6677
Continuum	415.905.8380
Skyline Pacific Northwest	206.624.1874

Many exhibitors would like assistance with merchandising their product attractively and effectively. There are several different options available to you, the following are some examples:

- Students from local colleges taking Visual Presentation
- Professional Visual Merchandisers

San Francisco

Fashion Institute of Design & Merchandising (FIDM) 415.433.6691
(They also have a list of graduate alumni looking for work)

Seattle

The Art Institute of Seattle 206.448.0900 extension 196

Portland

The Art Institute of Portland 503.228.6528
888.228.6528

QUESTIONS FREQUENTLY ASKED BY EXHIBITORS REGARDING UNION JURISDICTION AT CONVENTION FACILITIES

1. *Why do I have to use Union Labor?*

In states that do not have Right To Work laws, Unions can negotiate contracts giving them jurisdiction to perform labor. These contracts have the force of the law. California is **not** a Right To Work state.

2. *I don't have to use Union labor in other convention facilities—why in San Francisco?*

See answer to question #1 above. San Francisco convention facilities are city-owned, as are convention halls in most cities. Unions hold contracts covering these facilities.

3. *Aren't GES/DWA and the Union the same thing?*

No. GES/DWA are major service contractors. They must go to the Union Hiring Hall for the labor they provide to trade show exhibitors. GES/DWA management personnel are non-Union.

4. *I am able to unload my own truck/trailer/van by myself. Why can't I?*

The local teamsters have jurisdiction over work performed in the facility. Rules are different in each facility.

5. *I have my own dolly or hand truck—can I use them?*

Rules are different in each exhibit facility. In San Francisco, the Union has jurisdiction on the operation of all material handling equipment including dollies and hand trucks.

6. *What can I carry in or out by myself?*

Remember, each facility has different rules and regulations. In San Francisco, only what you can carry **by yourself (one person) in one trip with no equipment (including dollies and hand trucks)**.

7. *Why do I have to wait so long to get my truck into the loading dock?*

The design of various facilities determines, to a great extent, the speed with which freight can move to the docks. In San Francisco—Moscone Center, you must clock in with the traffic controller at the Marshalling Yard. You will be taken in rotation.

The official decorator is responsible for delivery of all official freight (carpets, drapes, furnishings, etc.) as well as advance shipments of exhibitor freight to the halls.

Visual Presentation

8. *My booth is so simple, it goes together in half an hour.*

By definition, the installation or dismantling of an exhibit, which requires the use of hand tools or one person more than 30 minutes, falls within the jurisdiction of the Local 510 of the Sign Display and Crafts Union in San Francisco. This includes crating and uncrating.

9. *My booth is too complicated and/or delicate to trust it to Union laborers—is there any way around these requirements?*

No. However, you can supervise, and one of your employees can work with Union personnel. Most workers are qualified, skilled laborers; if you are dissatisfied with the personnel assigned to you, return to the Service Desk or find Western Exhibitors floor managers to assist.

10. *I use an independent display house—do I still require Union labor?*

Your display house uses Union labor the same as the official contractor, and your display house or independent contractor orders their labor from the Local 510 in San Francisco.

11. *If I use a 'token number' of Union people, and my employees can I work with them?*

Only one of your personnel can work with Union labor.

12. *How many Union people am I required to set up my booth?*

It's up to you. Order as many as you think the job will take in the length of time you have for set-up. There is a minimum time requirement of one hour per person.

13. *Is there anything I can do myself to use to set up the booth?*

You may handle and set the **product you manufacture or represent**. However, all background material—display boards, backdrops, stands—anything the product is display upon, attached to or made a part of the booth, must be installed by qualified Union labor.

14. *The Union people who were sent to me are unsatisfactory—what can I do?*

Go to the Service/Labor Desk or find a Western Exhibitors' floor manager immediately. Be sure that you have good reasons. They can be sent back to the hiring hall.

15. *What can the Unions do if I refuse to comply with their rules?*

They can, with the force of the law, shut down the entire show.

Visual Presentation

16. Why do I pay a different fee for loading/unloading than my neighbors?

There are different rates for advance shipments, shipments direct to the hall, crated freight, uncrated freight, blanket wrapped freight, etc. Study the materials handling rate sheet if you have questions, call the official show decorator for clarification. Above all, be sure you have a weight certificate. In and out rates are based on incoming weight only.

17. I think I'm being overcharged for freight—what can I do?

Talk to the official show decorator on the floor as soon as possible. He/she can explain the various rates to you. If there is a question as to the weight of your shipment, he/she will have a solution. Remember his/her job is to get all the freight in to the hall—including yours—as quickly and smoothly as possible.

18. My booth was damaged on move-in/move-out—what can I do?

Unfortunately, accidents happen. The official contractor has limited liability (see material handling rate schedule) for CWT shipments only. Exhibitors are strongly urged to insure the booth and its contents. In the event that your booth is damaged on move-in, the contractor will do what he/she can to help you make your booth show-ready.

19. My booth is ready for the loading dock 5 minutes after show closing—why can't I load it out right away?

A show takes five days to move-in cannot dismantle in five minutes. A number of things have to be done before **anyone** can move out. First, the aisle carpet has to come up, the empty crates must be returned so that everyone can start to pack. The contractor must wait for show closing to bring empties back to all booths—this can take up to 6-8 hours. Only after that is accomplished can freight start to load out.

20. I don't plan to move out on closing day—will my booth and its contents be all right for a day or so?

Don't leave anything valuable in your booth overnight. All hand-carried items must be removed promptly after the closing of the show. Pack as much as you can before you leave the hall—clearly label everything and inform the Service Desk when you intend to come back to move out. Do not expect the contractor to know the difference between your valuable property and the truck loads of garbage exhibitors leave behind to be hauled away.

21. If I am solicited on the floor by an independent display house who promise they can do my job faster, better and cheaper than the official contractor, why shouldn't accept?

If you are solicited on the floor, **please inform Show Management immediately**. They are not supposed to do that; they are there to service their **existing clients**. **Display houses must use the same Union labor, at the same rate as the official contractor**. What they are selling you is their supervisory services, at rates that make a profit.

Visual Presentation

22. *If I am solicited for a "gratuity" for show services, what should I do?*

Report it immediately to Show Management and/or the official show service contractor. It is the contractor's policy that anyone soliciting or accepting a "gratuity" is subject to immediate dismissal.

23. *How far in advance can I ship my merchandise?*

Merchandise can be shipped up to 30 days in advance if sent to the official show decorator's warehouse. There is an extra cost to ship to the warehouse (30 days storage is included in that charge), but merchandise will be in your booth when you arrive at the Hall.

24. *What are the alternatives to shipping via UPS?*

Common carriers (i.e., Consolidated Freightways, Yellow Freight, etc.).

25. *How do I get my display and merchandise to the Show from other shows (i.e., Seattle Gift Show)?*

Use the official Western Exhibitors' sponsored caravan—representatives will be available on-site in Seattle and the California Gift Show (Los Angeles) to assist. Make sure that your Bill of Lading indicates "Western Exhibitors Caravan."

26. *Why do I need to use the Marshalling Yard with my own private vehicle?*

The Marshalling Yard is in effect for Moscone Center North and South Hall and the Washington State Convention & Trade Center—there are different policies for various halls. We must use the Marshalling Yard due to city ordinances. The wait time can be anywhere from one to eight hours.

27. *Is there a place to park my vehicle at the Marshalling Yard?*

There is a terminal at the Yard, and you will be directed where to put your car; however, the Marshalling Yard is not a parking lot and as soon as you are dispatched, you must remove your vehicle.

28. *What can I do to minimize the cost of ordering equipment at the various shows?*

Pre-order your equipment in advance—this will save you time and money. The equipment will be in your booth when you arrive. If there is equipment missing or the equipment is not what you ordered, go to the Service Desk immediately. Let the representative know that you have pre-ordered—they will give you priority. **REMEMBER TO KEEP COPIES OF ALL OF YOUR PAPERWORK AND BRING THEM ON-SITE.**

If you have any question regarding these questions, feel free to contact the official show service contractor.