



SMITHBUCKLIN



WELCOME TO THE MID AM HORTICULTURAL TRADE SHOW WEBINAR!

Before we begin, please press the “mute” button on your phone (or in the menu on the right side of your screen).

OUR MISSION

*To create the world’s most **meaningful** and **memorable** experiences for marketers, show organizers and event attendees.*

Introductions

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Agenda



- GES Exhibitor Services and Technologies
- Chicago Overview
- Cost-Saving Tips
- New Show Rules/Regulations
- Show Organizer Forms
- Additional Service Order Forms
 - Official Suppliers List
 - Beware of Unofficial Suppliers – There are companies contacting exhibitors and misrepresenting themselves as official suppliers.
For the security of your company, please place your orders directly through the following:
 - Our official providers (those with forms in the Mid Am exhibitor services kit)
 - Mid Am does not endorse any exhibitor service offerings other than through the official MID Am suppliers in the exhibitor service kit.



Exhibitor Services and Technologies

Who is GES®?

GES is the official services contractor for Mid Am Horticultural Trade Show 2012 at Navy Pier, Chicago.

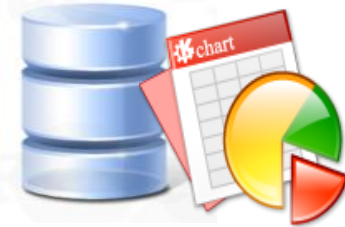
Our team will provide the labor, equipment and services to the exhibitors required to produce the event.

If at any time during the planning process you are unsure where to turn, just ask us.

We truly are **AT YOUR SERVICE.**



GES National Servicer®



- Only J.D. Power Recognized Contact Center in Exhibition Industry for 3 years running
- Personal contact through outbound call team

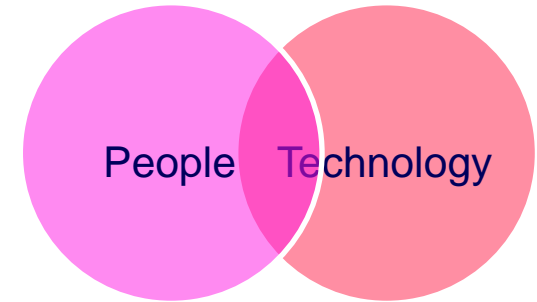
- Exhibitor Relationship Database
- Exhibitors surveyed about service experience
- Automated email confirmation of orders and advance freight received

- Coast-to-coast time zone coverage (6am – 5pm PST)
- Single toll-free number 800.475.2098
- Chat service (www.ges.com/chat)
- International Translation Service

Enhancing the Experience for Mid-Am Exhibitors

GES Service Executives Make the Difference

- Each exhibitor is assigned a designated Service Executive
- Prior to the Show, Service Executives:
 - Personally introduce themselves to their exhibitors
 - Email their contact information for any questions
- During Move In, Service Executives:
 - Visit each exhibitor and leave contact information
 - Conduct “booth checks” to confirm freight and furniture deliveries
 - Access to ordering, freight delivery status and Text Me! Program
 - Review preliminary invoice with each exhibitor



A business card for a GES Service Executive. It features the GES logo (a stylized flower) and the text 'GES Global Experience Specialists'. Below the logo, it says 'As your GES Service Executive, I am available to stop by your booth to answer questions or assist you with show floor services.' To the right is a portrait of a woman with short dark hair wearing a dark blue button-down shirt. At the bottom, it says 'First Lastname' and '555.555.5555'.




A promotional graphic for the 'Text Me!' program. It features the GES logo and the text 'Need Help? Have Questions? TEXT 'Mid- to 69050'. Below the text is a hand holding a smartphone with a text message keyboard visible on the screen.

Exhibitor Services and Technologies

GES ConnectSM

- Personalized for each exhibitor
- Same login and password as GES[®] Online
- Invoices available for current and past shows
- Show Information
- Track shipments online
- View final invoices



Online Exhibit Management

24/7 access to effortlessly manage your exhibit and show experience

Review Final Invoices Online

View Show Information

Track Shipment of Service Manuals

The graphic features a laptop displaying a web interface on the right. On the left, a dark blue banner contains the title 'Online Exhibit Management' in white. Below the banner, the text '24/7 access to effortlessly manage your exhibit and show experience' is written in a smaller font. At the bottom, three circular icons with corresponding text are displayed: a checkmark for 'Review Final Invoices Online', a magnifying glass for 'View Show Information', and a document with a pencil for 'Track Shipment of Service Manuals'.

Exhibitor Services and Technologies

GES® Online

- Browse catalogs and place orders 24/7
- Save orders and create templates for multiple events
- Identifies registered shows for exhibitors
- Review previous ordering history
- Print show information
- Immediate confirmation

Convenient technology for
EFFICIENT ORDERING

GES® Online allows you 24/7 access to:

- Order GES products and services
- Review show and order information
- View product literature
- Download third party vendor forms

Order online in a few easy steps.
Get started now

Sign in and select your show

Select items from our catalog

Review your order

Check out and get confirmation

Ordering Process Steps

Select A Show

Select Items

Review Order

Check Out

Confirm Order

Quick Links: [Booth Details](#) | [Booth Orders](#) | [Show Literature](#)

Show Catalog

Packages
Save with one of our show-specific package bundles

Carpets
Our carpet packages include no handling charges

Furniture
Full assortment of top-quality furniture to meet your needs

Accessories
A wide selection of items to showcase your products

Exhibits
Several turnkey rental exhibit and accessory packages options

Graphics
Digital images add visual appeal to your exhibit and signage

Labor/Material Handling
Schedule Labor times and show-site material handling

Transportation
One-stop shop for all your tradeshow transportation needs

My Current Selection

BMES 2010 Annual Meeting

Austin Convention Center
Austin, TX
10/07/2010 – 10/09/2010

Select Another Show

My Shopping Cart

Items:
SubTotal:

View Cart

Exhibitor Services and Technologies

Exhibitor e-communications

- Discount Deadline Reminders
- Introduction of Service Executives
- Bundling of services
(Typical Savings of 10% – 20%)
 - Carpeting Packages
 - Furniture Packages



SAVE 10%
on material handling with
GES® Transportation Plus

REQUEST A QUOTE

Book your round-trip shipment
with GES Logistics and save.

You will receive on-site representation,
competitive rates and the comfort of
working directly with the Official Services
Provider.



Order now to secure your
rates on products and
services for your show



YOUR DISCOUNT DEADLINE DATE IS JUNE 23, 2011.

Dear Exhibitor,

The GES National ServiceCenter® is available to assist you with your upcoming show. Whether you need assistance with ordering or navigating your Exhibitor Services Manual, please call us at **800.475.2098 6AM – 5PM PST** with any questions.

As a reminder, take advantage of ordering before the **discount deadline date of June 23, 2011** and receive reduced rates on our exhibitor products and services. Avoid increases of up to 50% in added labor and processing fees by ordering early.

Exhibitor Services and Technologies

GES Transportation Plus Program

- **GES logistics offers competitive rates for freight caravans for all horticultural trade shows**
- **24 hour online shipment tracking**
- **Full international customs brokerage**
- **No carrier wait charges**
- **Onsite logistics representation**
- **Pre-printed shipping labels and bills-of-lading**



Exhibitor Services and Technologies



*Eco-Friendly and portable
Easy ordering and automatic
total of charges*

- User-friendly interactive pages
- Convenient navigation tools
- One-time entry of exhibitor information
- Useful summary page

Click following button to open GES Intellikit™



Faster & more efficient processing

- Submission via bar-coded *fax or over the Internet*
- No requirement to be online
- Reduces human error
- Immediate order confirmation via fax or email





Information / Exhibitor Services

The Exhibitor Services Manual

The Exhibitor Services Manual will provide you with up-to-date information about Mid Am Horticultural Trade Show. This includes:

- Important dates and deadlines
- Information to order furniture, carpet, electric, material handling, labor, etc.
- Badge request
- Show site work rules
- Booth rules and regulations

Key Information for Union Work Site Rules

- The "booth of 300 square feet or less" limitation no longer applies. Show Managers and Exhibitors may now perform work in a booth of any size for setting-up and dismantling exhibits.
- Show Managers and Exhibitors may now perform work within their booths using their own ladders or hand tools, cordless tools, power tools and other tools designated by the MPEA Authority.
- Show Managers and Exhibitors can do the following work within their booths:
 - Assembling and disassembling materials, machinery or equipment;
 - Skidding, positioning and re-skidding all Show Manager or Exhibitor material, machinery and equipment using non-motorized hand trucks and dollies.

Key Information for Union Work Site Rules, Cont.

- **Definitions and clarification on equipment Full-time Employees:**

An exhibitor company employee who is someone who has been employed by the exhibiting company on a full time basis for a minimum of 6 months before the show's opening date.

- **Machinery Assembly:** Does not allow the use and operation of mechanical or hydraulic lifts or scaffolding by exhibitors.

- **Hand Tools:** Cordless tools, power tools, and other tools as determined by the MPEA Authority.

Straight Time, Overtime and Double Time Union Windows

Monday - Friday

- From 3:00 PM to 10:00 PM, Straight time labor rates will apply for all labor. * Except Carpenters.
- From 3:00 PM to 8:30 PM, Straight time labor rates will apply for Carpenters.
- From 10:00 PM to 12:00 Midnight, Overtime labor rates will apply for all labor. *Except Carpenters
- From 8:30 PM to 12:00 Midnight, Overtime labor rates will apply for Carpenters.

Please remember that Mid-Am picks up all Straight time material cost for move in and move out.

Order Notification

- GES provides confirmation of all orders placed.
 - *Once your order has been processed at GES you will automatically receive a confirmation within 3-5 business days. All orders placed on line receive immediate confirmation.*
- Notification of Receipt of Fax
- Notification of Upcoming Deadline Dates
- Exhibitors must provide GES with fax and email information in order to receive notifications.

Order Notification

SAVE MONEY AND TAKE ADVANTAGE
OF THE DISCOUNT PRICES!

Advanced Deadline Date for best pricing is:

December 28, 2011



Mid – Am Booth Package

Booth Package includes:

- Marshalling Yard access during move-in and move-out
- Two (2) complimentary exhibitor registrations for each 100 square feet of exhibit space
- Drayage: unloading and delivery of exhibit materials to your booth
- Assistance in assembling and dismantling exhibits
- Storage of packing cartons/crates during show; return of cartons/crates at close of show
- Delivery of exhibit materials to dock at close of show
- Loading of exhibit materials on your truck at close of show
- Union plumber service to fill and drain ponds and fountains

Booth Package includes:

- Wreath, roping and bough flame proofing service
- Eight-foot-high back drape; three-foot-high side dividers; booth ID sign
- Company listing and website link on the MID AM website and in onsite guide
- Free wireless internet access
- Access to the MID AM Mixer and Reception
- One-time use of pre-registered attendee list (available four weeks before the show through bonded mailhouse)
- Access to Mid Am post-conference attendee list (delivered two weeks after the show)
- Marketing toolkit to help your company promote participation in MID AM Show



Show Rules

Show Rules:

- MID AM reserves the right to modify the floor plan to meet the requirements of the facility and to accommodate all Exhibitors.
- Exhibitors with an outstanding balance due to MID AM will NOT be allowed to set up their space.
- Exhibitors may not share, sell, assign or sublease any portion of its space without MID AM's consent.
- An exhibitor's activities must be confined within the assigned space.
- Exhibitors are subject to the IAEE guidelines (in the manual) regarding booth height displays.
- Selling of booth properties. All property that is sold or donated at the end of the show must have a bill of lading filled out for each destination.

Show Rules:

- Booth set-up must adhere to the move-in schedule published in the service manual.
- If your company is a “no show,” this does not relieve an exhibitor from any financial or other obligations to Show Management or our supplier partners.
- If a surface is visible to attendees, it should be finished or decorated. All signage should be professionally lettered and in keeping with the professional atmosphere of the show.
- Audio/visual equipment and presentations are permitted as long as they do not interfere with the activities of neighboring Exhibitors.
- Booths must remain intact until attendees have left the Exhibit Hall following the official closing time.
- Exhibitors should be on hand to supervise set-up and dismantling of equipment and other items of high value.



Guidelines

Shipping Guidelines/Tips

Below are some guidelines to help your shipments to show site become more efficient and easy:

- Separate labels for each package
- Show name, exhibitor name, facility name, booth number, cell phone number
- Use labels provided in your Exhibitor Manual
- Remove old labels
- Make sure not to ship to the convention center before Monday, January 16, 2012 or Tuesday, January 17, 2010. Please reference targeted floor plan for date and times.
- Always bring your shipping information with you
- Keep track of pro numbers and carrier contact information.

Tips for Making the Most of your Exhibit Experience

- Establish goals for each show and how you plan on achieving those goals
- Encourage your staff to stay focused on aisle traffic and to engage attendees at just the right moment.
- Take a moment, after talking with an attendee, to write down a few sentences about the conversation and what the lead is interested in.
- Keep your activities within the booth professional. Do not eat or make personal phone calls but instead engage your audience and introduce them to the products and services your company has to offer.

Don't sit on products/displays



Don't eat/drink in booth



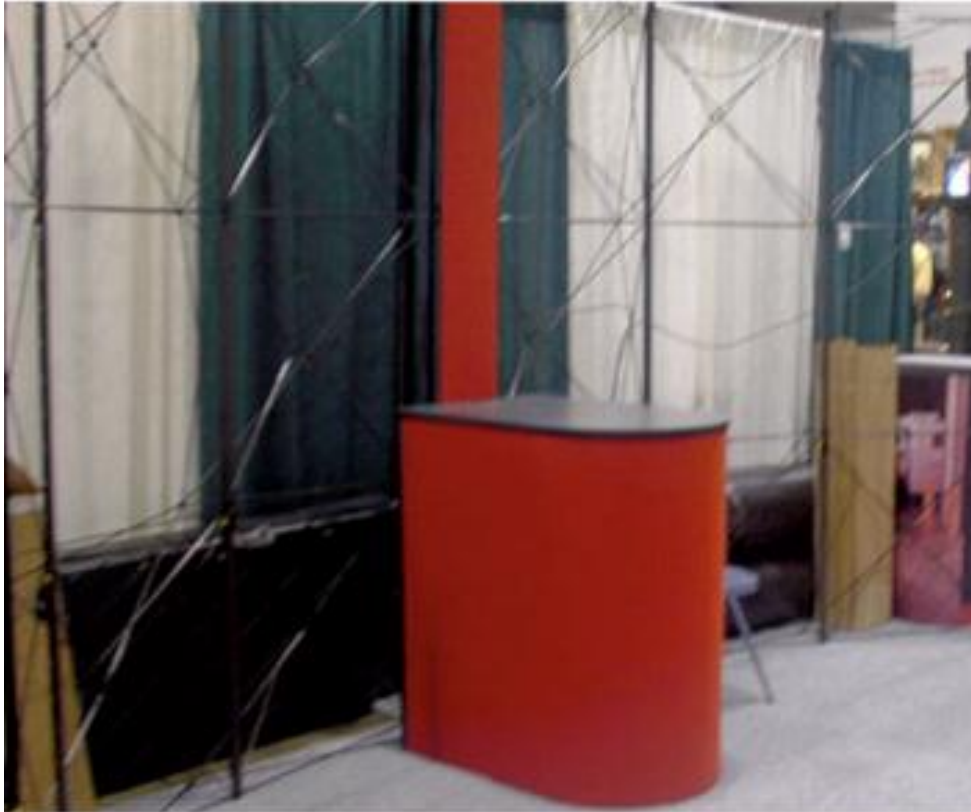
Do not cluster (example 1)



Do not cluster (example 2)



Do not leave the booth empty



Good behavior (work aisles)



Good behavior (work aisles)



Good behavior (wear uniforms & smile)





Advance Shipments to the Warehouse

TAKE ADVANTAGE OF 30 DAYS FREE STORAGE!

Advance to Warehouse

- To ensure the maximum set up time, ship early to the warehouse
- Ship to arrive on or before the published deadline for warehouse receiving to avoid incurring a “late to warehouse” surcharge
- Advance dates: Tuesday, December 13 – Wednesday, January 11, 2012
- You will receive an automatic confirmation that your freight has arrived
- Contact GES® National ServiceCenter (800)475-2098



Shipments to Showsite

Shipping

Remember:

- Please follow shipping instructions carefully. If you ship materials directly to the venue without consigning the freight to GES, the materials will NOT automatically be delivered to your booth. GES can only handle freight that is consigned to them.
- There will be many trucks and vehicles to be unloaded, and this process will take time to complete. Please be patient!
- Make sure the items needed first are loaded last so they can be unloaded first. This will provide you with the opportunity to start your installation while the remainder of your shipment is being unloaded.
- Please reference targeted floor plan for dates and times



During the Show



Off Site Events / Hospitality Suites

To maintain the integrity of the event, MID AM policy discourages exhibitors or industry representatives from extending invitations that take registrants away from the show during official conference hours – unless there has been prior notice to and approval by MID AM.



Security

Perimeter security will be provided in the Exhibit Hall. However, Exhibitors have the sole responsibility for any loss of personal property at its booth space. We recommend that small items of value be removed to an appropriate locked enclosure during hours when the Exhibit Hall is not closely supervised by company personnel.



Show Floor Activities

- MID AM Mixer
- Community Garden
- “Think Green” Genius Bar
- “Best Booth Competition” - Judges will evaluate exhibitors in three categories:
 - Best Overall Booth
 - Best Product Demonstration
 - Most Helpful & Knowledgeable Staff



Media

Exhibitors are invited to leave press kits, breaking news or media alerts in the Mid Am Show Management office, so that we can provide this information to members of the media in attendance at the show.

2013 Booth Space Selection

Watch for special incentives to book your 2013 booth and sponsorships early.



Mid Am Horticultural Trade Show Site and Resources

A variety of services, tools and information specific to Mid Am Horticultural Trade Show at Navy Pier are available in the Mid Am Horticultural Trade Show Exhibitor Services Manual. The following are key contacts:

Telecommunication Services: 312.595.5266

Lead Retrieval: 866.267.2107

Electrical: 702.515.5970

Wrap Up

- ✓ Plan, plan, plan
- ✓ Read the Exhibitor Service Manual
- ✓ Be aware of the discount deadline date and order everything you will need in advance
- ✓ Ship smart; label all containers effectively, bundle your shipments to avoid multiple minimum charges
- ✓ Bring copies of advanced orders and create a booth diagram
- ✓ Leave enough time after move-out to pack up, when making travel arrangements
- ✓ Ask for help --- we are Exhibition Experts, let us know how we can help you.



Closing Tips

- **Read your Exhibitor Manual!**
 - Time and energy spent here will be recouped in meeting your discount deadline dates to save money, and by being aware of all the show requirements, to save hassles on the back end.
- **Pay special attention to the various discount deadline dates**
 - Once you have determined what services you will need, review those forms for the deadline to get advance pricing. Often they may vary by service, and getting your orders in on time can save you up to 50%.
- **Use your General Contractor as a resource**
 - Our GES National ServiceCenter is available to assist you, Monday-Friday from 9:00 am – 8:00 pm Eastern Time. We can be reached toll free at (800)475-2098 or contact us on line at www.ges.com/chat. Our representatives are knowledgeable and can assist you with the navigation of the Exhibitor Manual and the placement of orders.



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THANK YOU

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Horticultural Trade Show*

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