Agenda

**EDUCAUSE**
Webinar Housekeeping
Things to consider

**Colorado Convention Center**
Electrical
Internet

**Freeman**
Key Dates
Exhibit Transportation
Labor
**EDUCASE**

- Welcome and Thank you
- Travel consideration – How to best schedule your staff arrival/departure.

<table>
<thead>
<tr>
<th>Setup</th>
<th>Show Hours</th>
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<tbody>
<tr>
<td>Sunday, October 28: 8:00am-5:00pm</td>
<td>Wednesday, October 31: 9:00am-5:45pm</td>
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<tr>
<td>Monday, October 29: 8:00am-5:00pm</td>
<td>Thursday, November 1: 9:00am-4:15pm</td>
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<td>Tuesday, October 30: 8:00am-5:00pm – Be show ready by 5:00pm</td>
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**Tear Down**

- Thursday, November 1: 4:15-8:00pm
- Friday, November 2: 8:00am-2:00pm

- Be aware, there is a Marshalling Yard this year
- Beware of Poachers!

Our official show contractors are:

- Experient – Housing and Registration
- Freeman – trade show services
- Colorado Convention Center
EDUCAUSE

• Building Your Booth, Keep It Clean, Follow the rules and regulations:
  – Proper floor covering is mandatory.
  – Demonstration areas must be constructed with a minimum of 2’ (60 cm) from the aisle line.
  – Staff appropriately and intelligently. An over furnished or overstaffed booth is not inviting.
  – Booth overflow into aisles or neighboring booths is prohibited.
  – Don’t block line of sight to neighboring booths.
  – Don’t store items behind back drape or have boxes overflowing from under your table.
  – Don’t tear down early.
  – Be good to your neighbors.
  – Food and/or beverages is not allowed in booths.

• Watch out for this – Not allowed:
  Loud demonstrations, distributing materials outside of booths, doing business in the aisle ways, hired entertainment outside of booths
• Reference the Exhibitor Kit: [http://events.educause.edu/annual-conference/2018/exhibitors/exhibitor-kit](http://events.educause.edu/annual-conference/2018/exhibitors/exhibitor-kit)

• Don’t spam the registration list. Do market your participation, pre-conference and on site.
  • We provide registration lists for planning purposes and an attendee address list for sending direct mail. See promotional mailer within exhibitor kit for details.
  • Use your social media, other media outlets, your website and those in your database to let attendees know you’ll be at the EDUCAUSE Annual Conference.
  • Make appointments.
  • Get lead retrieval provided through the exhibitor kit.
  • Expand visibility through advertising sponsorship.

Thank you for being a part of the EDUCAUSE community, the best thinking in higher education IT!
Key Dates

**September 28, 2018**
Freeman begins receiving advanced warehouse shipments.
Warehouse hours of operation are Monday – Friday, 8:00 AM – 3:30 PM.

**October 8, 2018**
Freeman discount deadline.
Order via Freeman Online® (as opposed to by phone, fax, or mail) to receive maximum discounts.

**October 22, 2018**
Advance warehouse deadline.
Shipments received after this date will be subject to an addition surcharge.
Exhibitor Transportation

**Advance planning will save money.**

Utilize ground service whenever possible.
Use pallets for merchandise and small boxes to avoid lost items.
Use labels from Exhibitor Service Manual, and include company name and booth number on each.
Label each piece, even if on a pallet.
Bring carrier contact information and tracking number on-site.
Make round-trip shipping arrangements.

**Freeman Exhibit Transportation**

We offer customized transportation services. Check the Exhibitor Service Manual for details.
Material Handling

Unloading Commercial Shipments

Freeman will provide material handling labor for all shipments sent via a carrier, commercial vehicle, or vehicles too big for the POV area. Material handling charges will apply. Rates and estimating tools are available in the Exhibitor Services Manual. Overtime charges will apply after 4:00 PM on weekdays and all day on Saturday and Sunday.
Material Handling

Unloading Privately Owned Vehicles (POVs)

Exhibitors, show organizers and other clients may handle their own materials which can be carried by hand by one person. Exhibitors may not bring or use carts, pallet jacks or other material handling equipment which would interfere with the operations of the Official Service Contractor. The above will be strictly followed.

All materials, other than exhibitor handled materials as described above, are chargeable as material handling will be handled through the Official Service Contractor. There are no storage facilities available for materials handled by exhibitors.

Space is limited at show site. To ensure the orderly move in and move out of the show, all docks and vehicle traffic are under the exclusive control of the Official Service Contractor.

As conditions permit, space may be made available for exhibitor owned vehicles to load or unload. One person should remain with the vehicle at all times. Due to volume and time constraints, exhibitor owned vehicles must be capable of being loaded/unloaded within fifteen minutes.
Material Handling

Unloading Privately Owned Vehicles (POVs)- continued

Unloading is permitted from the loading dock area.
Access ramp is located on 12th and Welton Street.
Freeman freight personnel will direct you to the exhibitor unloading area.
GPS Address: 1201 Welton St., Denver, CO 80204.
Once in the unloading area, exhibitors will have 15 minutes to unload, and will then need to exit the dock area.
Flashers must be on while unloading or loading.
Hanging Signs

All hanging signs to be installed by Freeman.

Provide a detailed floorplan/grid with your order, even if you expect to be on-site for installation.

Ship hanging signs to the advance warehouse using appropriate labels to keep separate from other booth materials.
Display Labor

Labor rates are per person/ per hour.
Start time is only guaranteed at the start of the work day.
Cost is a one hour minimum per person, with 30 minute increments thereafter.
Supervisor must check in at the Service Desk to pick up labor.
Labor must be cancelled in writing 24 hours in advance to avoid cancellation fees of one hour per person.
When scheduling dismantling labor, allow sufficient time for empty containers to be returned to your booth. This can take several hours once the aisle carpet is removed.
Exhibitors may complete much of their own work in booths 600 SF or smaller.
Minimize overtime expenses by planning in advance.

Place Labor order prior to move-in to receive the maximum discount. On-site labor orders are subject to surcharges of up to 40%.
EAC

Exhibitors may contract with Exhibitor Appointed Contractors (EACs) to supervise the installation and dismantling of the Exhibitor's booth.

However, employees of an EAC are NOT Exhibitors. Therefore, employees of an EAC may not exercise the rights reserved for Customers and Exhibitors as stated in the Colorado Labor Jurisdictions within the Exhibitor Service Manual found in Freeman Online.

Employees of an EAC are not permitted to wear Exhibitor badges or to perform Show Labor.

Full-time employees of an exhibiting firm may install and dismantle their own respective company display, if such work can be completed in less than sixty minutes without the use of mechanized tools.

Any outside or additional labor required for installation, dismantle or decorating of displays is to be performed by the Official Service Contractor or by any other party signatory to the IATSE, Local 7 under the guidelines established by the International Association for Exposition Management.
Rental Exhibits

Freeman specialists are ready to assist with all of your exhibit requests.

Sherri Holmes
sherri.holmes@freeman.com
301-918-8066
Contact Information

Exhibitor information can be accessed at any time by visiting the EDUCAUSE Exhibitor Kit.

Freeman Customer Support
FreemanDenverES@Freemanco.com
303-320-5100
Mon-Fri, 8 AM – 5 PM Mountain Standard Time

Freeman Customer Support- After Hours
1-888-508-5054
Mon-Fri, 7 AM – 7 PM Central
Saturday 8 AM – 5PM Central
Freeman Q&A

Please post any questions in the chat area.
Advance Rate Deadline for the EDUCAUSE Annual Conference is 15 days PRIOR to first Show Move-In Date. October 5

Electrical Service is not included with booth fee.

Ordering early saves in costs and improves efficiencies. By pre-ordering there is no wait time to start booth build and its many components (floor coverings, etc.) until the electric is installed.

Electrical Order Form MUST be completed for your electrical needs.

Smaller booths (10x10 and inline booths) electrical will be installed in the center back of the space, if no Service Locator Plan is included.

Larger booths (20x20 and larger, island booths) be sure to complete the Service Locator Plan and clearly identify where you want your services.

NOTE: If a booth floor plan and Service Locator Plan is NOT provided, services will be placed in the most convenient location.
Colorado Convention Center

Electrical

It is recommended that you supply the Utilities Department with a rendering and scaled floor plan noting power drop locations in your booth and/or meeting room.

In all booths (including booths less than 600 sq. ft.) where an Exhibitor Appointed Contractor (EAC) is utilized, CCC electricians will install electrical circuit and union labor must install all lighting fixtures, lit signage and all other work deemed as electrical jurisdiction.

Exhibitors are permitted to run cords along drape line and back of booth.

Exhibitors are NOT permitted to run cords under carpet.

All exhibitor extension cords within the booth must be grounded 3-wire, 12 gauge UL cords. No household ungrounded 2-wire extension cords permitted.
Colorado Convention Center

Electrical Service Locator Plan Map

Please indicate scale: 1 square = _______ Feet. Other scale: ________________________

Note adjacent booth # to left side of your booth

Note adjacent booth # to right side of your booth

Note adjacent booth # to front side of your booth

BACK

FRONT
Colorado Convention Center

Internet

Smart City is pleased to provide Wireless Internet at the Colorado Convention Center to help keep you connected while in Denver.

Exhibitor Internet
1.5 MB Up/Down
802.11A/5GHz

$79.99 1-Day  $227.97 3-Days  $359.95 5-Days

Service available in all spaces.

Daily accounts are per a 24 hour period, example 8am to 8am
Colorado Convention Center

Convention Center Exhibitor Services Contact

Anne Casaus
Exhibitor Services Coordinator
303-228-8152
acasaus@denverconvention.com
Colorado Convention Center
Q&A

Please post any questions in the chat area.
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Thank you for your participation!