



First Time Exhibitor Presentation

Tuesday, February 5th, 2019

2:00 pm EST

AUA-2019
MAY 3-6 **chicago**

Presenters



Rob Noble

Sr. Director, Client Relations
Serving the AUA for 16 years



Sheila LeMaster

VP, Exhibitor Service

Getting Started.... It's all about the plan

- **Exhibitor Resources**
- **Have a plan/budget**
- **Display Rules**
- **Chicago McCormick Work Rules**
- **Who Does What**
- **Ordering Services**
- **GES National Servicer**
- **Important Dates**
- **Target Freight**



Exhibitor Resources

<http://www.aua2019.org/exhibitor-central/exhibitor-resources>

Comprehensive listing:

- Exhibit Booth Configurations
- Contractors, Labor, & Security
- Facility Requirements
- Liability Insurance
- Exhibitor Conduct



Create a Checklist

PRE-SHOW ✓

BUDGET	
Exhibit Space Rental	
Exhibit Design	
Exhibit Purchase or Rental	
Marketing, pre-show, web, giveaways, press releases, sales training, sponsorship, attendance promotion	
Exhibit Show Services (Order Services Early!)	
Material Handling	
Installation & Dismantling Labor	
Furniture Rental	
Carpet / Padding Rental	
Phone / Internet Line	
Electrical Services (with diagram)	
Booth Cleaning	
Personal Computer Rental	
Floral / Plants	
Lead Retrieval	
Audio Visual	
Hanging Sign	
Food and Beverage	
Security	
Shipping carrier contact name & number	
Shipment tracking numbers	
Copies of the key information from Exhibitor Kit	
Corporate Credit Card for show-site incidentals	

AT SHOW ✓

Locate booth	
Locate GES Servicenter® / Show Management	
Comfortable closed toe shoes	
Familiarize self/team with facility services, food, restroom, etc.	
Gather daily lead retrieval reports	
Confirm move-out arrangements	
Confirm labor dismantle	
Allow up to 8 hours for empty returns	
Review all show services vendor invoice(s)	
Survival Kit: Chargers, Swiss Army knife, Ibuprofen, water/snacks, hand sanitizer, band aids, mints/breath freshener	

Display Rules

Exhibit Booth Configurations Include:

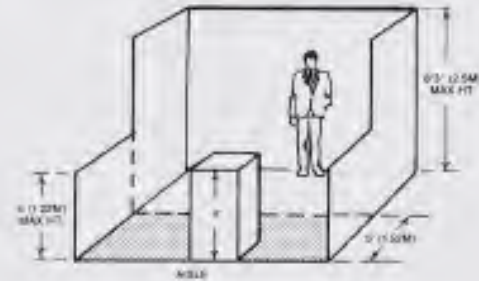
- In-Lines
- Perimeters
- Corners
- Peninsulas
- Islands
- Retail Booths



In-line and Perimeter Booths (Pipe & Drape)



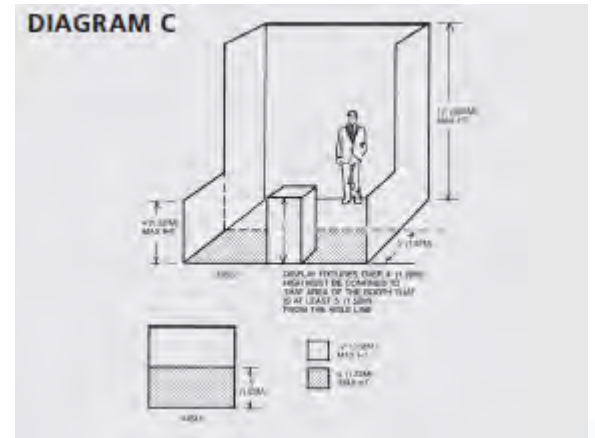
DIAGRAM A



Display fixtures over 4' (1.22M) high must be confined to that area of the booth that is at least 5' (1.52M) from the aisle line. Reprinted with expressed consent of IAEE from May, 1995 Guidelines for Display Rules and Regulations

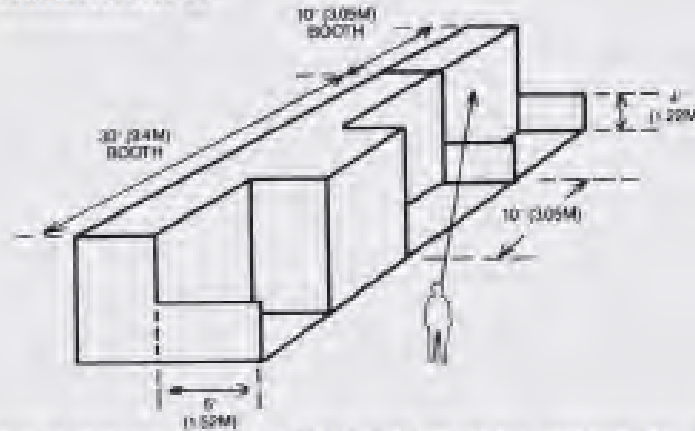
- Maximum height 8'3"
- No material in the front 5' portion of the booth may exceed 4' in height

Perimeter same as inline except maximum height 12'



Corner Booths

DIAGRAM B

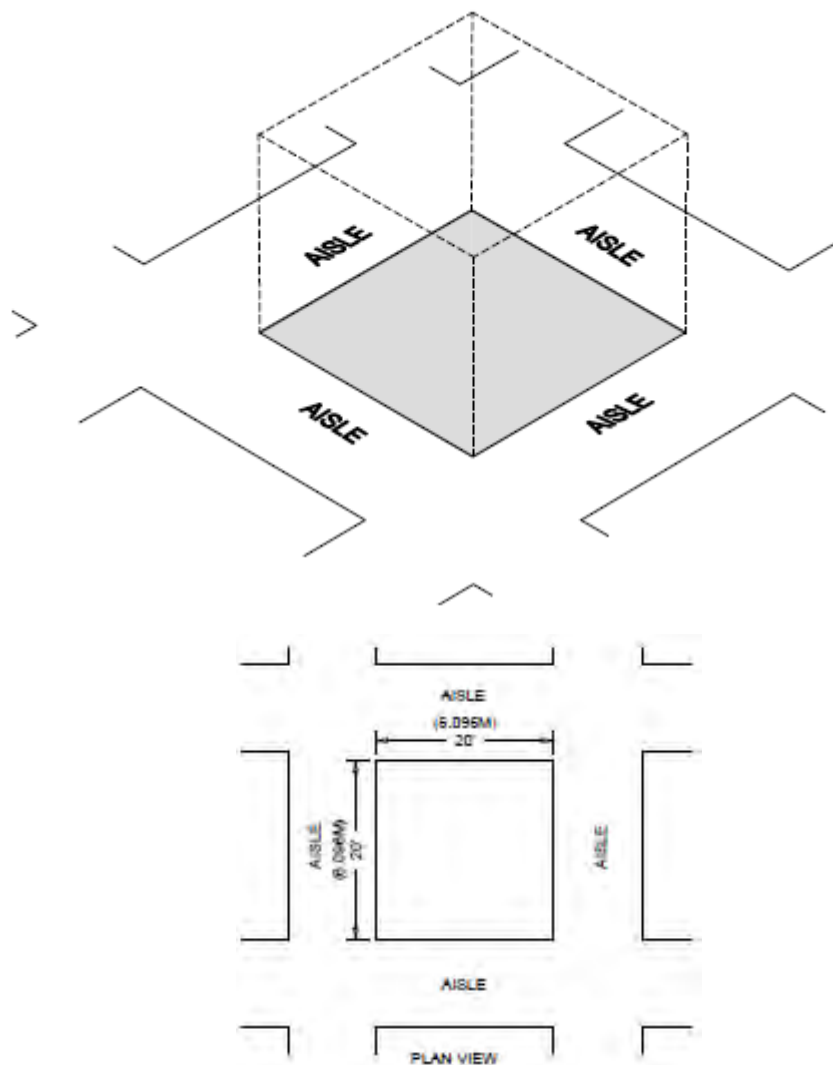


Display fixtures over 4' (1.22M) high must be confined to that area of the booth that is at least 5' (1.52M) from the aisle line.
 Reprinted with expressed consent of IAEE from May, 1995
 Guidelines for Display Rules and Regulations

- A corner booth is an in-line exposed to aisles on typically 2 sides.
- All in-line booth rules apply.

Island Booths

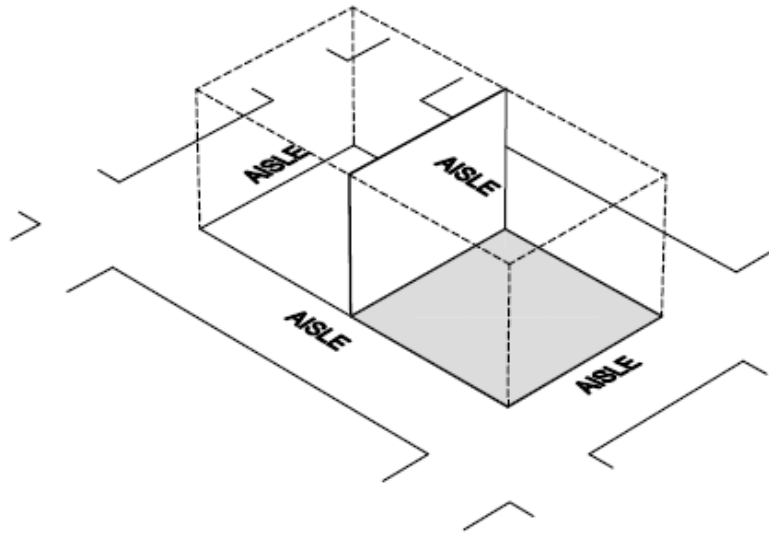
(consult the exhibitor resources guidelines)



- 20' x 20' and larger
- 5' wide access path into booth from all 4 sides
- Maximum height 25'
- All plans must be submitted to the AUA by for pre-approval by March 29th, 2019

Peninsulas

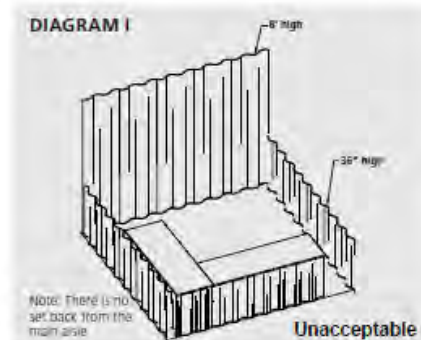
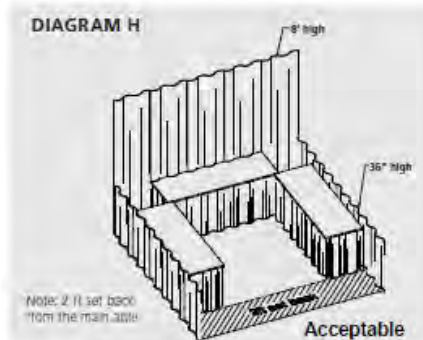
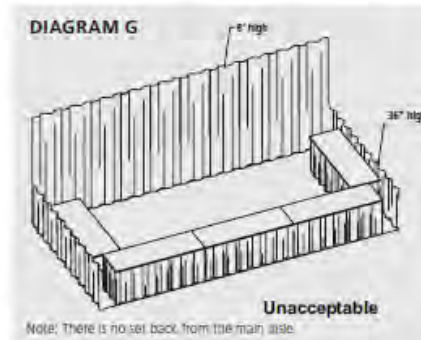
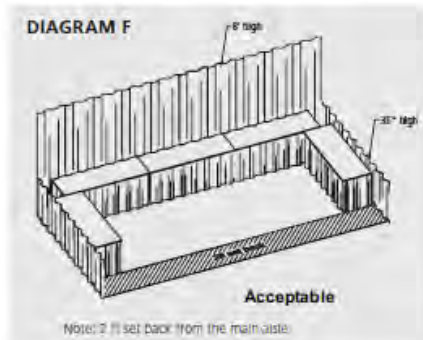
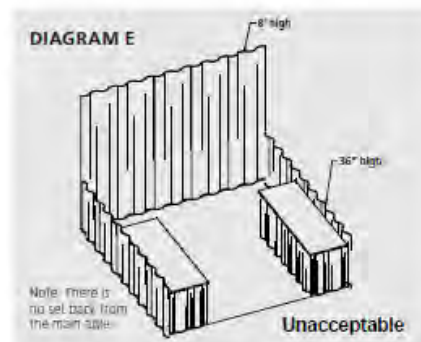
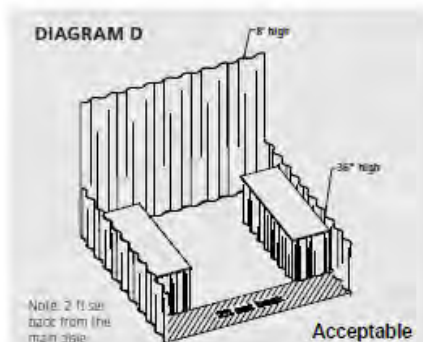
(consult the exhibitor resources guidelines)



- Backs up against another peninsula
- Maximum height is 8'3"
- Accessed from 3 sides
- All plans must be submitted to the AUA by for pre-approval by March 29th, 2019

Retail Booths

(consult the exhibitor resources guidelines)



- Prior written approval from AUA
- 2' set back
- All plans must be submitted to the AUA by for pre-approval by March 29th, 2019

Chicago McCormick Work Rules

Six Unions
Have no fear!

Teamsters: Handle all material in and out of the hall.

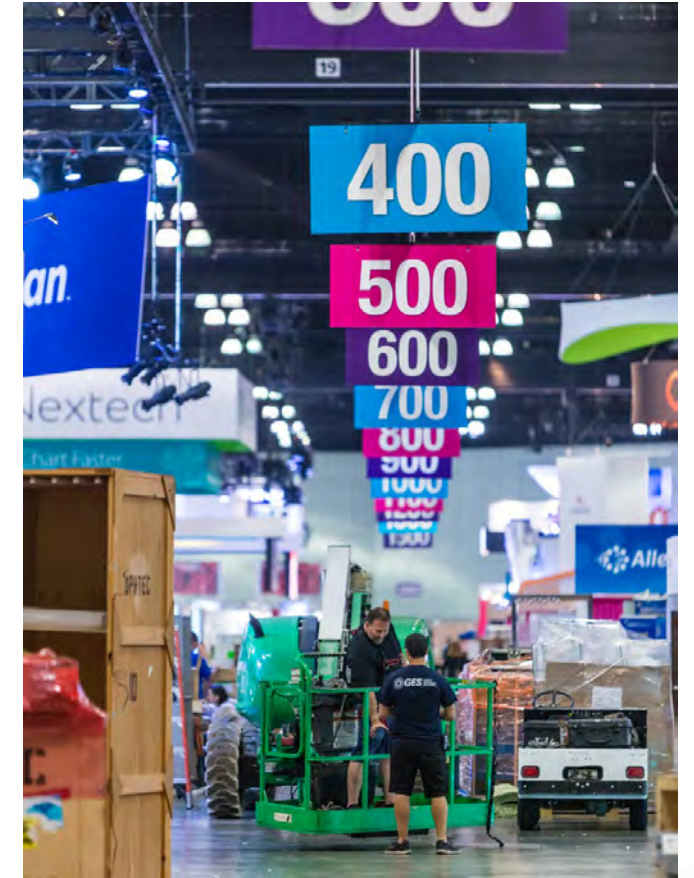
Carpenters: Uncrating of exhibits and display material, booth labor

Riggers: Uncrating, unskidding, positioning of machinery

Decorators: Hanging of all non-electric signs, drape and cloth installation

Electricians: Responsible for install and dismantle of anything electrical

Plumbers: Handle compressed air, water, drain or natural gas



Exhibitor Bill of Rights



- An Exhibitor Employee may perform work in a booth of any size
- Use of ladders, hand tools, cordless and powered tools permitted
- Exhibitors may load/unload material from automobiles and small utility vehicles at a designated dock and time

Exhibitors may perform the following work in their booth:

- i. Setting up and dismantling
- ii. Assembling and disassembling materials, machinery or equipment
- iii. Installing all signs, graphics, props, other decorative items and drapery, including the skirting of tables
- iv. Delivering, setting up, plugging-in, interconnecting and operating electrical equipment, computers, av devices and other equipment
- v. Skidding, positioning and re-skidding all exhibitor materials, machinery and equipment using their own non-motorized hand trucks, non-hydraulic hand trucks and dollies

Who Does What?



OR



- Booth Furnishings
- Chairs and Seating
- Carpet and Flooring
- Exhibit Rental
- **Material Handling**
- Logistics
- Graphics
- **Hanging Signs**
- I&D Labor
- Cleaning
- Audio Visual
- **Utilities including electrical, plumbing, gas**



- Telephone
- Cable TV
- Internet Services
- ASUV Program
- Catering (SAVOR)

GES Expresso

<http://ordering.ges.com/071600658>

- Create your own account
- Online portal to GES and Facility Services
- Access 24/7
- Year over year order history
- All pertinent target freight information



The screenshot shows the AUA-2019 GES Expresso website interface. At the top, it displays 'AUA-2019 MAY 3-6 chicago' with navigation links for 'Log in', 'Create Account', 'Search Shows', and 'Get Help'. Below this is a banner for the 'AUA 2019 Annual Meeting' at McCormick Place Convention Center - Chicago, from Friday, May 3 to Monday, May 6, with a note to 'Order GES Services by Friday April 5 for Best Pricing'. The main navigation bar includes a 'Show Home' button and a search bar. Below the navigation are four main action buttons: 'Show Information' (with a sub-description and 'Get Information' link), 'Order for My Booth' (with a sub-description and 'Order Now' link), 'Ship Exhibit Freight' (with a sub-description and 'Ship Items' link), and 'Upload Files and Forms' (with a sub-description and 'Upload Files' link). A prominent purple banner across the middle reads 'SAVE OVER 25%' and 'DON'T MISS THE DISCOUNT DEADLINE. FURNITURE, CARPET/PADDING, ACCESSORIES & LABOR'. Below this is a 'What's Included in the Standard Booth' section with a 'Show Information' link and a printer icon. On the right side, there is an 'Online Chat' window with a photo of a representative and the text '6am - 5pm (PST)'.

Chat with us <http://www.ges/.com/chat>



National Servicer

Open 8:00 am – 8:00 pm EST

Toll Free Dedicated line
800.842.6309

www.ges.com/chat

Verbal orders accepted

Translation services



Pre-Show Coordinator

For all things GES, contact:

Kayla Yim

Johnson
@ges.com

Important Dates

Pre-Show

- **Tuesday March 26, 2019**
Advance shipments may begin arriving at the warehouse
- **Friday April 5, 2019**
Discount deadline date for advance orders
- **Thursday April 18, 2019**
Last day for advance shipments to arrive at warehouse without surcharges



Important Dates

Exhibitor Move-in



Monday April 29, 2019 8:00 am – 6:00 pm
(see target freight plan)





Tuesday April 30, 2019 8:00 am – 6:00 pm
(see target freight plan)

Wednesday May 1, 2019 8:00 am – 6:00 pm
(see target freight plan)

Thursday May 2, 2019 8:00 am - 5:00 pm
(general move-in)



Advance to Warehouse
March 26 – April 18
VS
Direct to Show Site Freight
Target Freight Direct to Site

	SATURDAY, APRIL 27TH CHECK IN: 8:00AM-2:00PM UNLOAD: 1:00PM-8:00PM
	MONDAY, APRIL 29TH CHECK IN: 6:00AM-2:00PM UNLOAD: 8:00AM-4:00PM
	TUESDAY, APRIL 30TH CHECK IN: 6:00AM-2:00PM UNLOAD: 8:00AM-4:00PM
	NO FREIGHT IN AISLES



American Urological Association
114th Annual Meeting & Exhibition
May 3-6, 2019

AUA
2019
chicago
MAY 3-6

Automobile and Small Utility Vehicle or ASUV Program



McCORMICK PLACE
CHICAGO
an SMG hosted facility

ASUV Program

McCormick Place allows exhibitors to unload/load from automobiles and small utility vehicles at designated docks using only non-motorized, non-hydraulic, hand trucks and dollies. The ASUV Program is available on predetermined dates and times as listed below. McCormick Place encourages Exhibitors to participate in the ASUV program in one of two options:

1. Self-Loading/Unloading ASUV at Exhibition Hall
2. Hand Carry Items Option- From Parking Lot

Please visit <http://mccormickplace.com/exhibitors/asuv.php> for more information.

If your vehicle does not meet the criteria below, you will need to follow Marshalling Yard instructions for truck check-in. Material handling charges will be based on published kit rates.

Vehicle Criteria:

The types of vehicles shown below are the ONLY type that will be allowed to deliver or pick-up trade show equipment at McCormick Place.



Designated ASUV dates & times: Move-in or move-out with a registered ASUV Vehicle will be allowed at the following dates and times:

Move-in: Thursday, May 2, 10:30am - 4:00pm

Move-out: Sunday, May 5, 5:00pm - 8:30pm

Check-in for exhibitors will take place at the Marshalling Yard Office (3050 S. Moe Drive) where drivers will receive an ASUV Pass and will be directed to the designated ASUV dock in the correct exhibit booth building.

Additional Inquiries can be directed to the Standard Parking Lot B Office via email at rmemisovski@spplus.com.



Purchase Exhibitor Parking by visiting the below link.
<https://mccormickplace.clickandpark.com/>

Important Dates Event Hours



Friday May 3, 2019 10:00 am to 4:00 pm

Saturday May 4, 9:00 am – 6:00 pm

Sunday May 5, 9:00 am – 4:00 pm

Important Dates

Exhibitor Move-out



Sunday May 5, 2019 4:00 pm – 10 pm
(allow 5 – 8 hours for all empty containers to be returned)

Monday May 6, 2019 8:00 am – 5:00 pm

Tuesday May 7, 2019 8:00 am – 12 noon

**All carriers must be checked in by 12 noon
on Tuesday May 7, 2019**

Questions Tomorrow?

- Ordering Services/GES:
Kayla Yim kyim@ges.com
- General Questions/GES:
Rob Noble rnoble@ges.com
- General Question/AUA/McCormick Services
Diana Vacchiano dvacchiano@auanet.org



THANK
YOU