



FREQUENTLY ASKED QUESTIONS

Q. What is included with a SECO 2011 booth rental?

- Company listing in the Registration Brochure, On-Site Program, Map & Guide, Virtual Marketplace and the SECO Daily
 - Pre-registration attendee list
 - Identification sign at booth
 - White or light grey pipe and drape (3' side rails and 8' back rail)
 - Unlimited registration badges for exhibitor staff
 - Complimentary food, beverages and meeting space in the Exhibitor Lounge
 - An invitation to select booth space for SECO 2011 prior to public release
- Carpet, furniture and utilities are NOT included in an exhibition booth rental at SECO 2011.*

Q. May I hang anything on the pipe and drape provided within my booth?

Signs or banners (less than 5 pounds in total weight and containing no electronic or moving parts) are allowed to be hung on the provided pipe and drape using hanging hooks.

Q. What are the booth height and sign hanging specifications and restrictions?

The floor plan is divided into three (3) areas of differing height restrictions starting from closest to the exhibit hall entrances and then moving away from the entrances: 8', 16', and 24' respectively. Booth structures, objects within the booth, and hanging signs may not exceed the designated height restriction.

Q. How do I order an electrical connection or telephone service for my booth?

Electrical services can be ordered by completing the Georgia World Congress Center form and telephone services may be ordered by completing the CCLD form, both located in the Booth Services section of the Exhibitor Service Kit. You may also access www.gwcc.com and choose the drop down option "Exhibiting" then select "Order On-Line".

Q. When does the show break?

SECO 2011 exhibit hours will end Saturday March 5, 2011 at 4:00 PM Eastern Standard Time. Dismantling will continue until Sunday, March 6, 2011 at 1:00 PM Eastern Standard Time.

Q. What are the dismantling procedures when the show breaks?

At the close of the event, Shepard Exposition Services will begin to remove all aisle carpet from the exhibit hall while simultaneously returning cardboard empties and plastic cases to the appropriate booth space, this process should take 1 hour. As the aisles are cleared, the material handling manager will begin to return empty crates, this process should be complete by 9:00 PM Eastern Standard Time.

Once exhibitors have completed the dismantling of their booth and packaging of their materials, the submission of a *Bill of Lading Form* to the Shepard Exposition Services service desk (located in the Exhibitor Lounge) is required to schedule load out. The material handling manager will use this document to marshal trucks and privately owned vehicle (POV) to the dock area for load out.

Q. In my booth construction, what labor am I, and my associates, allowed to perform?

Georgia is a Right to Work state, therefore once proper insurance documentation (see *Certificate of Insurance* in the Contractor Information Section) is provided to the show organizer, exhibitors and their staff are allowed to work on the show floor. Employees of the exhibiting company may perform all necessary work in booth construction, including the operation of power tools. However the operation of motorized equipment, other than power tools, is not allowed.

Q. How do I order labor?

Labor services may be ordered by completing forms located in the Shepard Exposition Services section. These forms can also be found at www.shepardes.com/intro.asp.

Q. What are the material handling rates?

\$53.50 per hundred weights shipped in advance to the warehouse, with a 200 lb. minimum.

\$49.75 per hundred weights shipped direct to show site, with a 200 lb. minimum

Q. When do my materials have to be at the warehouse?

Materials sent in advance to the warehouse may arrive without additional charges between 30 days from the show opening and 8 days of the show opening. Materials arriving early or late to warehouse will be assessed with a 25% handling fee.

Q. What is the advance shipment warehouse address?

1531 Carroll Dr. NW, Atlanta, GA 30318

Q. What is the first day my freight can arrive at the show site?

Materials sent directly to the show site may arrive on Tuesday, March 9, 2011.

Q. What is the show site address?

285 Andrew Young International Blvd, Atlanta, GA 30313

Q. What is the latest time my carrier can pick up my materials at the show site following the close of the show?

SECO 2011 exhibit hours will end Saturday March 5, 2011 at 4:00 PM Eastern Standard Time. Dismantling will continue Sunday March 6, 2011 from 8:00 AM to 1:00 PM Eastern Standard Time. Carriers must check in to the marshalling yard prior to 12:00 PM Eastern Standard Time on Sunday March 6, 2011.

Q. What is the address of the Marshalling Yard?

400 Jones Ave., Atlanta, GA 30313

See directions in the Shipping/Material Handling section.

Q. May I unload my own show materials?

Exhibitors may unload their privately owned vehicle (POV) with the following provisions:

- All POV's must check in at the marshalling yard (see address above) where they will be directed by Shepard Exposition Services personnel.
- Once an unloading zone is assigned, vehicles must be attended to at all times or they will be subject to towing by the GWCC Security.
- Once the vehicle is unloaded, it must be removed immediately.

Q. How can I reduce my drayage (material handling) costs?

1. Drayage is charged by the weight of shipments. Displays that are designed to be as lightweight as possible or with a restricted quantity of material types can reduce a drayage bill.

2. Early shipments will avoid late charges. Shipments should arrive at the warehouse address by Thursday, March 3, 2011 to avoid the surcharge.

3. Making a single shipment will reduce drayage costs, since shipments received are rounded up to either the minimum 200 lb. charge or the next 100 lb. increment.

4. Consolidating materials will allow for fewer crates and skids reducing the total weight of containers necessary to convey your materials to the show site. Specialized carrier packages (FedEx, UPS etc.) should be consolidated as well since those shipments are charged per piece.