



FAQs & Tip for First-Time Exhibitors for 2021

Welcome first-time exhibitors! Exhibiting in trade shows is one of the best and most cost-effective ways to drive new sales and market your business. Answers to many Frequently Asked Questions of new exhibitors are provided in the one-page tutorial. Read it carefully; it will help you save money and have a more successful show.

TIP: Do as much as possible in advance. Suppliers such as exhibitor appointed contractors, general service contractors, convention center utilities and travel companies, often offer discounts with a deadline a few weeks before the show. It is in your best interest to place your orders before the advance-pricing deadline, especially when renting services for use at show-site.

Q. What is material handling (drayage)? Do I need it?

A. Material handling (often called drayage) is transportation of exhibit materials or products which exceed hand-carry limits (see next question) to and from the freight door and your booth; use of forklifts with operators if needed; removal, storage, security and return of empty crates; and assistance with other shipping needs. In the On-line Exhibitor Service Manual, you will find order forms from Shepard to provide this service. If you do not plan on shipping anything to your booth, please contact Shepard directly.

Q. What is defined as “hand-carried freight”? Who moves it?

A. For your exhibit, a display capable of being carried into the exhibit hall by hand (your personal dolly/luggage carrier is permitted). You may carry these items yourself through the front door. All other freight must be moved by Shepard.

TIP: Give your shipping company adequate lead time. If you schedule your pick-it far enough in advance the items can be shipped over the road. This will save your company money as they will avoid costly air freight bills. Save more time by sending your shipment advance to the warehouse. Your shipment will be brought to your booth, so it is there when you arrive and can begin to set up immediately.

Q. How do I pay for services from Shepard?

A. Complete the Method of Payment form included in the On-line Exhibitor Service Manual, under Shepard section. If you pay for services in advance via check it is best to bring a company credit card or company check to pay any balances due and to make deposits on rental equipment ordered at the show.

Q. How do I ensure that I received advance order rates?

A. Before the advance order deadline, confirm with Shepard and other contractors that your advance orders have been received and bring copies of all your advance orders forms and correspondence to the show.

Q. How do I order electrical service for my booth?

A. First, refer to the electrical order form located in the Non-Shepard Services – Additional Services – Facility Services. Gaylord is responsible for utility services. Check your equipment for the amps / watts needed (5 amps/ 500 watts) is the standard for most small-booth display lighting). If you have an island or peninsula booth you must provide a floor plan to the Gaylord Texan Convention Center showing the required distribution of power.

TIP: Pre-wire the electrical in your display to as few plugs as possible so you can save on ordering extra electrical outlets or extension cords on-site. Also, consider building supplemental electrical outlets into your display.

Q. What do I need to record information from attendees to my booth?

A. Rather than taking a business card, scanning Attendees’ badges is a quick and efficient way to collect attendee data. Attendees will have badges with all of their registration information encoded. In order to scan and retrieve this information, you will need to rent a lead retrieval device. See the Non-Shepard Services – Additional Services – ATS Lead Retrieval form enclosed in this section.