

ICFF 2025

Demystify Show Services with Freeman

Cassandra Cothron

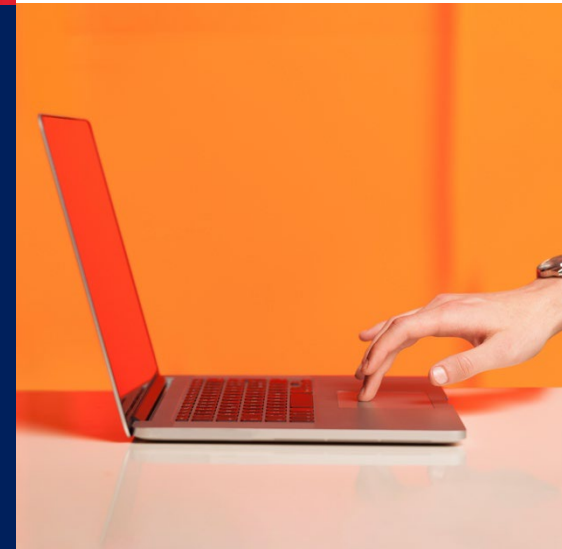
Exhibitor Education Manager, Customer Experience

March 26, 2025

Freeman¹



ICFF





Agenda

- 01 Accessing Your Online Resources
- 02 Show Services Overview
- 03 Shipping and Material Handling
- 04 Show Schedule
- 05 On-Site Tips
- 06 Q&A

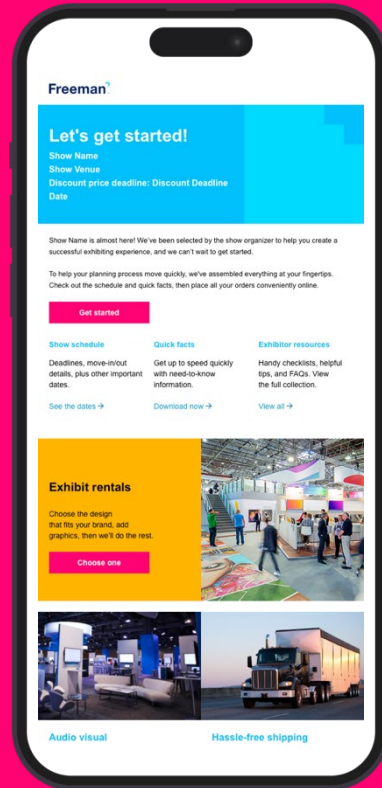
Pre-Show Planning Timeline

Begin 45+ days from the first
move-in date

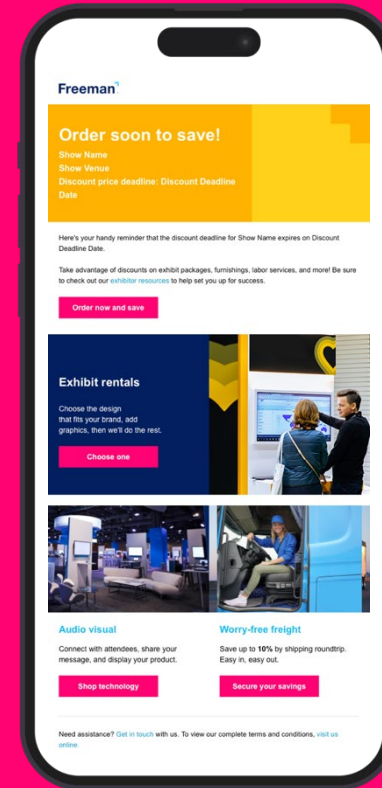


Suggested start no later than
Tuesday, April 1

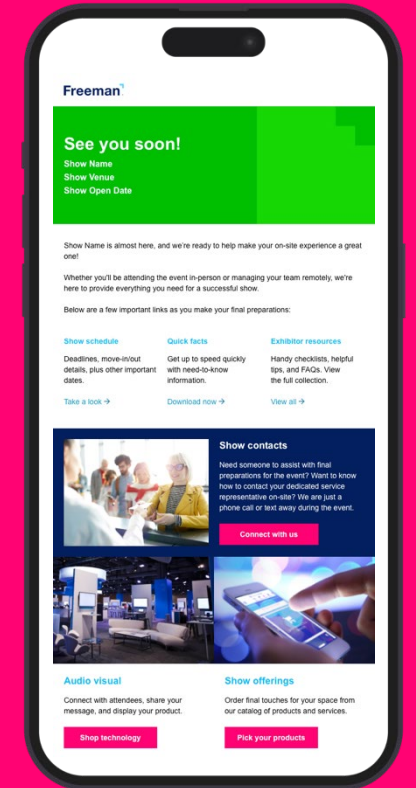
Exhibitor Pre-Show Campaign



Email 1: Let's Get Started
14 weeks before show open



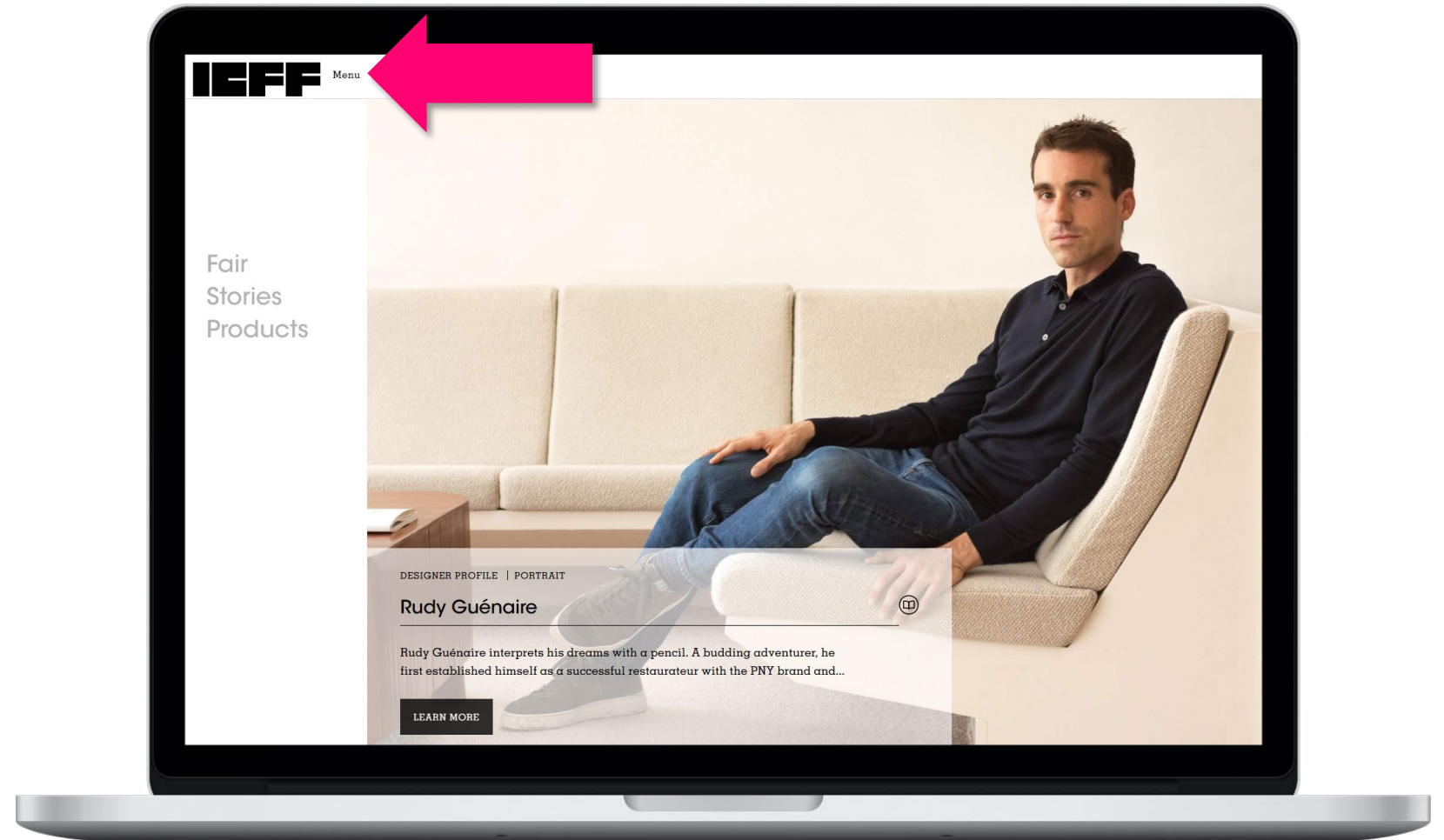
Email 2: Order Soon to Save
One week before discount
deadline



Email 3: See You Soon
One week before show open

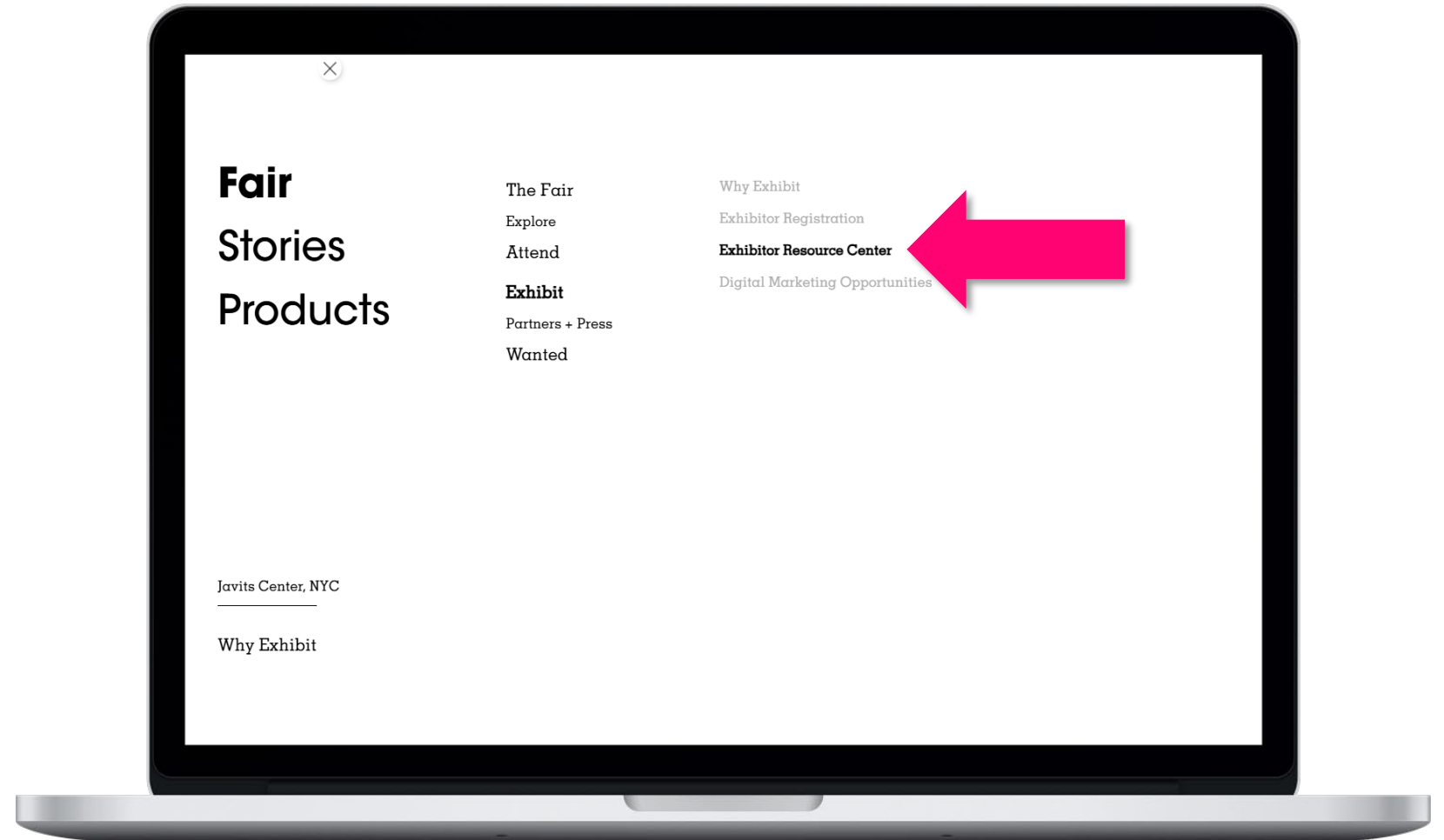
Accessing FreemanOnline® from ICFF 2025 Exhibitor Portal

1. Starting from ICFF.com, expand the menu



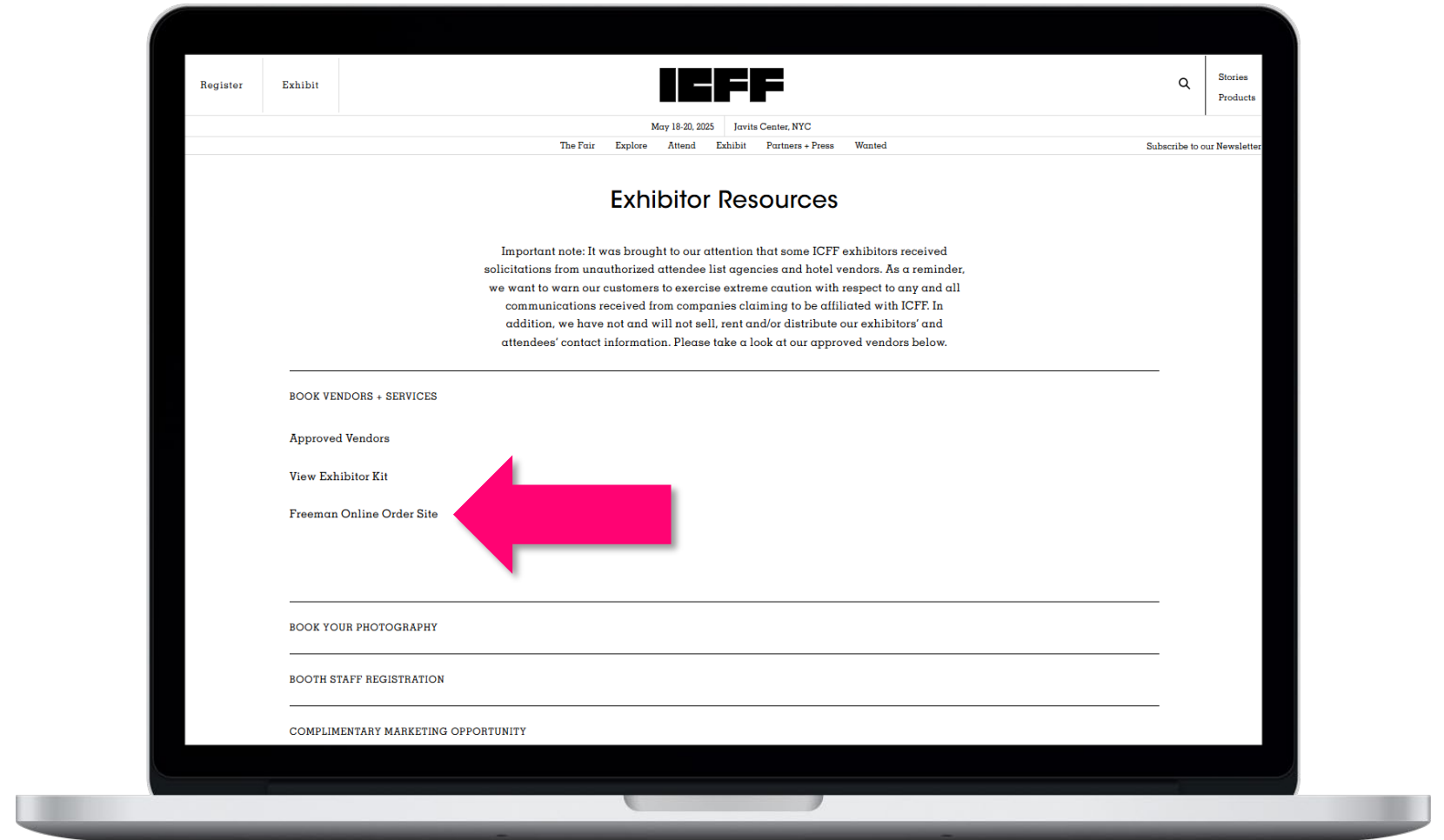
Accessing FreemanOnline® from ICFF 2025 Exhibitor Portal

1. Starting from ICFF.com, expand the menu
2. Under “Fair”, then “Exhibit”, click on “Exhibitor Resource Center”



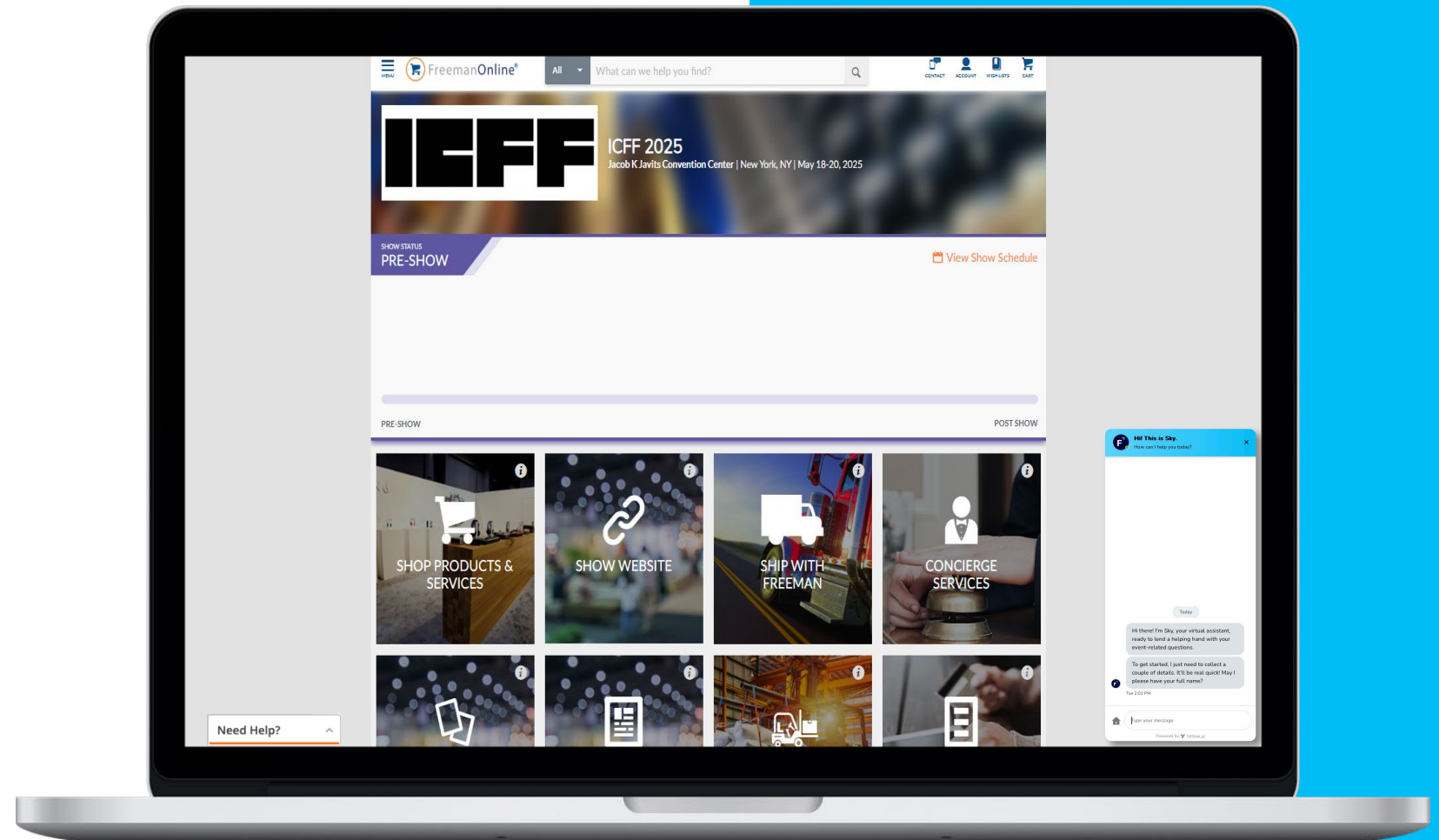
Accessing FreemanOnline® from ICFF 2025 Exhibitor Portal

1. Starting from ICFF.com, expand the menu
2. Under “Fair”, then “Exhibit”, click on “Exhibitor Resource Center”
3. Click on “Freeman Online Order Site”



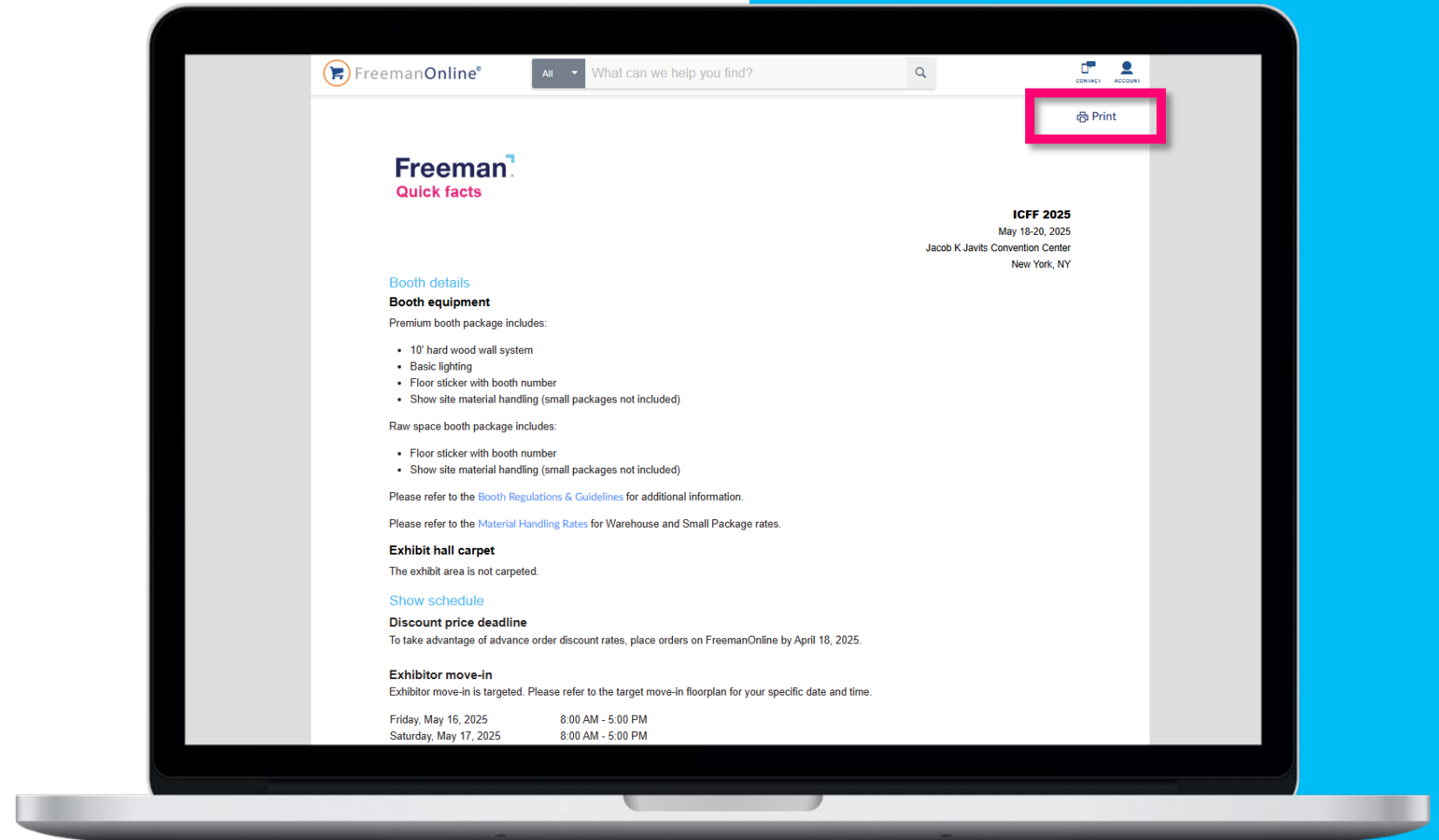
FreemanOnline® Show Home Page

- Show Schedule and Contacts
- What's Included In Your Booth
- Shop Products and Services
- Shipping and Material Handling Information
- Exhibitor Education
- Ship with Freeman
- Order from Previous Show
- First-Time Exhibitor Resources
- New! Sky Virtual Assistant



Printing and Saving Online Information

- Every informational page on FreemanOnline® has a quick and easy way to print and/or save the contents
- Look for the “print” option at the top right of the page



What's Included In Your Booth

Premium booth package includes:

- 10' hard wood wall system
- Basic lighting
- Floor sticker with booth number
- Show site material handling*

Raw space booth package includes:

- Floor sticker with booth number
- Show site material handling*

Additional notes:

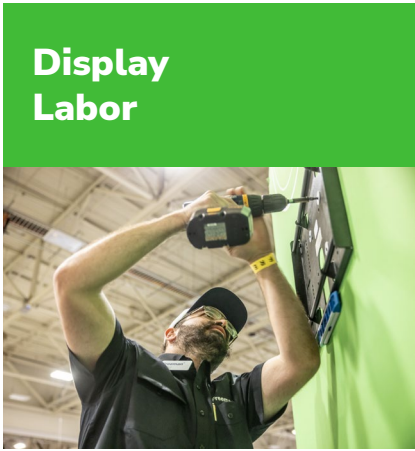
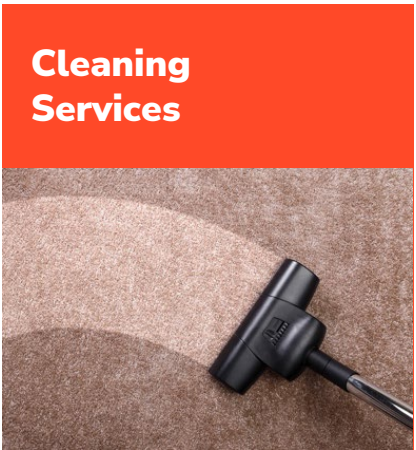
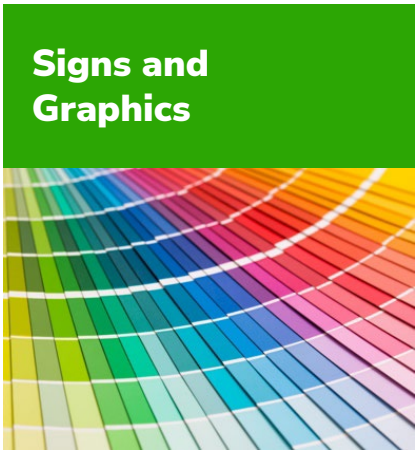
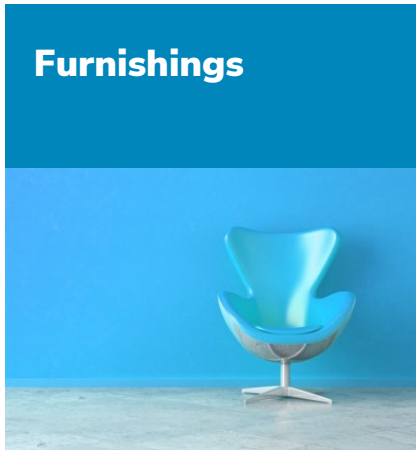
For all booths, identification signs are not provided; however, a floor sticker with booth number will be provided.

*Show site material handling charges are included except small packages. Please refer to the material handling rates on FreemanOnline® for warehouse and small package rates.

Exhibit area is not carpeted.

See booth regulations and guidelines for more details.

Freeman: ICF 2025 Official Services Contractor



Order Freeman Services Early

Take advantage of advance order discount rates



Discount deadline date
April 18, 2025



Flooring

Exhibit area is not automatically carpeted



Furnishings

Lounge furniture options,
presentation seating, networking
solutions and more



Signage and Graphics

With state-of-the-art design and printing capabilities, Freeman can bring your banners, signage, and exhibit graphics to life

Labor Services



New York Labor Jurisdictions

Exhibitors may install and dismantle their own exhibit as long as the booth size is 250 sqft or less and the following conditions are met:

- No tools are used in the assembly or dismantle
- Individuals performing work must be full-time employees of the company and carry identification to verify this fact
- Exhibitors are allowed to unpack and repack their own products if in cartons, not crates and are allowed to do technical work on their machines, such as balancing, programming, cleaning of machines, etc.
- For more information view Labor Jurisdictions on FreemanOnline ®



Display Labor Services



Display Labor Services

Ordering tips

- Display labor rates are per person/per hour
- Start time guaranteed only when labor is requested for the start of the working day
- Check-in at exhibitor service center for labor calls not requested for the start of the working day
- If you need to cancel labor, it must be completed in writing; 24 hr in advance
- Freeman supervised jobs will be completed at our discretion prior to show opening and before the hall must be cleared



Cleaning Services

Keep your booth spotless and pristine with cleaning services, including vacuuming and waste removal. Order services as needed.

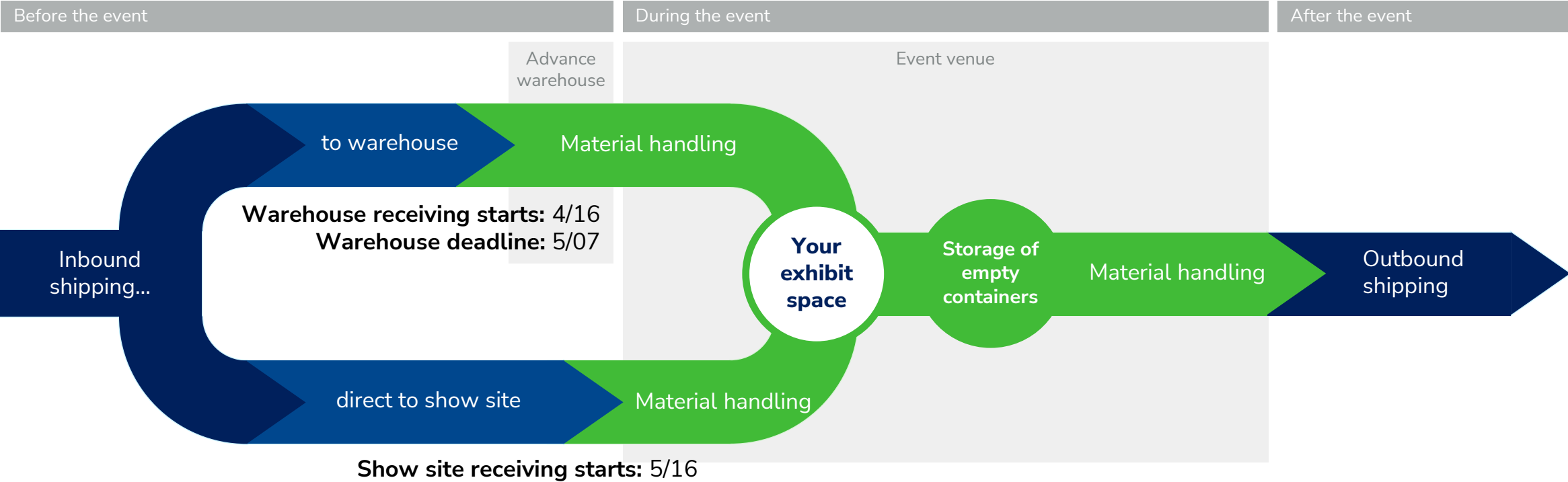


Freeman¹

Material Handling Services



Shipping and Material Handling Overview



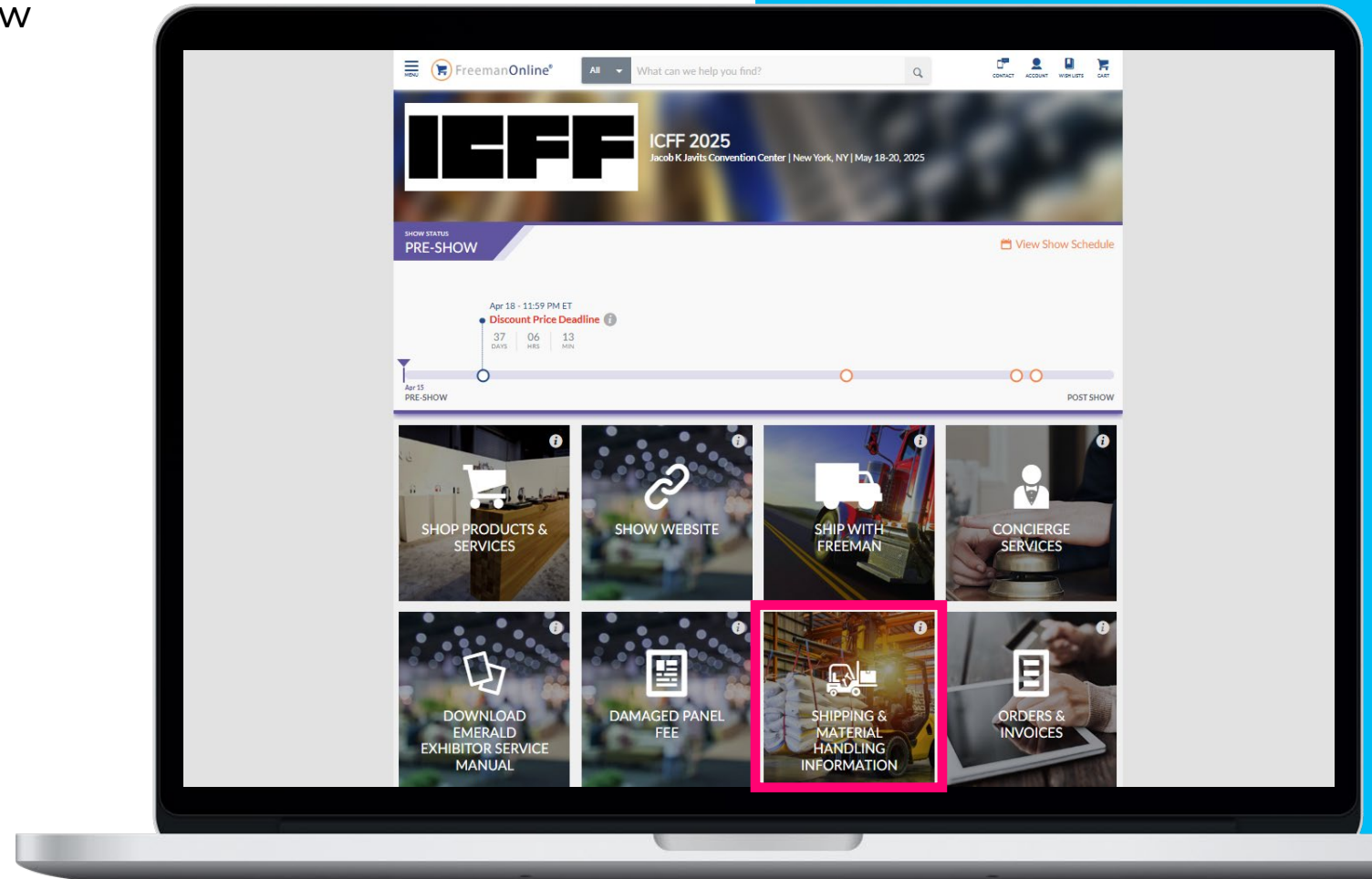
Material Handling Price Per Pound

It's Just Easier!

- No minimums
- No crated/uncrated
- No special handling
- No carpet and pad
- No marshalling yard fees
- No warehouse vs. show site
- No hundred-weight billing
- No reweigh fees
- No overtime
- No rounding — pay only for actual weight
- No small package pricing - shipments under 10lbs are FREE!

Shipping and Material Handling Information

- Shipping and material handling overview
- Material handling rates
- Shipping labels
 - Warehouse and show site labels
- Marshalling yard information
- Empty storage details
- Outbound information

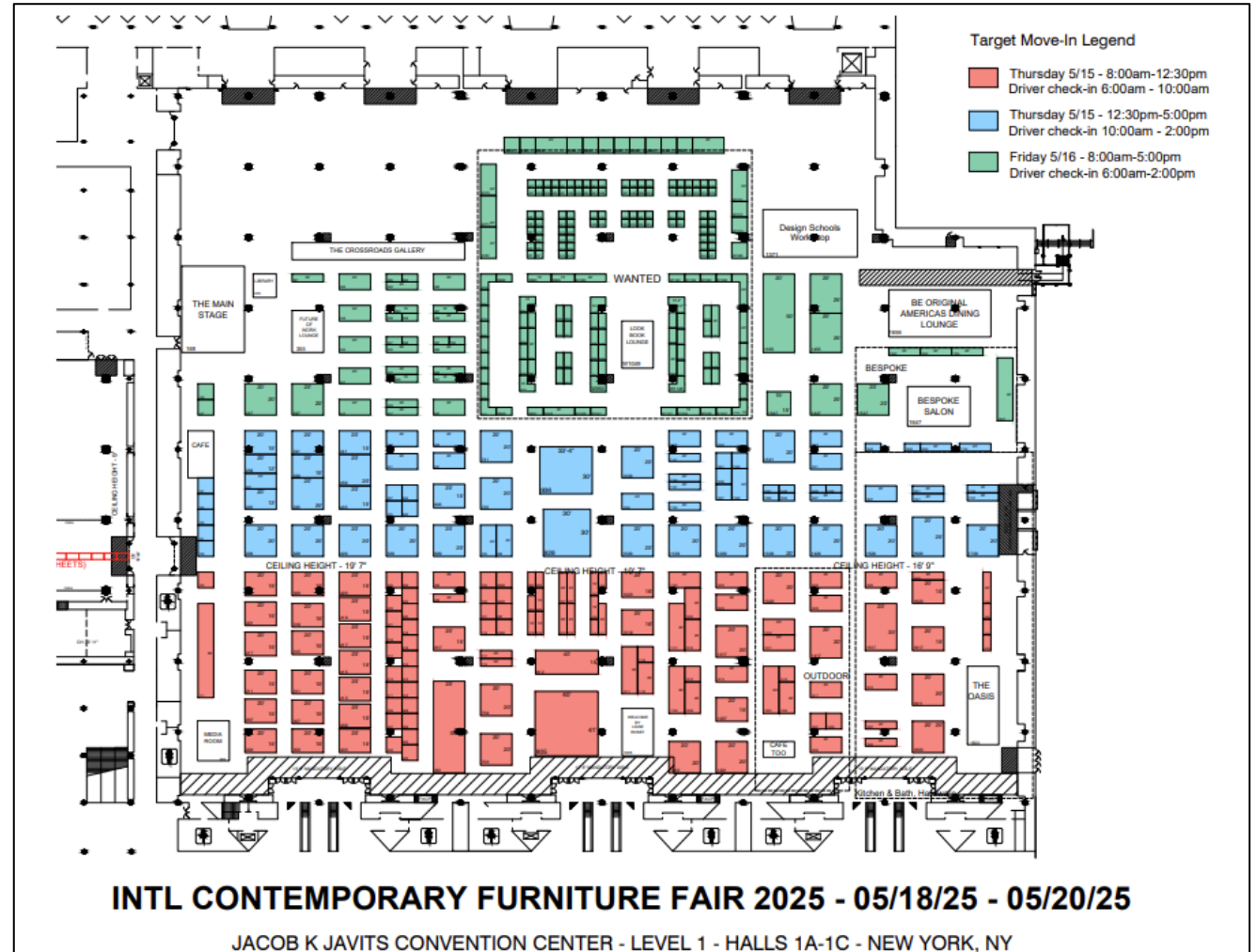


Assigned Target Dates and Times

- Assigned target dates and times are available on FreemanOnline®
- Advance warehouse shipments will be delivered to booths by target times

For show site shipments:

- Target dates apply to display and exhibit materials, not product
- Target date and time applies to carrier check-in at the marshalling yard. However, carriers may check in prior to target times.
- Show site deliveries will start being processed when target times begin.





The Marshalling Yard

- 369 12th Ave., New York, NY 10018
- Carriers delivering to or picking up from the facility must check in at the marshalling yard
- Drivers will be assigned a number according to check-in time and will be dispatched once dock space is available
- Certified weight tickets are required when checking into the marshalling yard
- If your driver has valid certified weight tickets, Freeman will accept these tickets. If your driver does not, please refer them to the nearest truck scale.

Personal Unloading/Hand Carry

- Vehicles for personal unloading are limited to personally owned vehicles the size of a standard van or smaller (i.e. car, van, SUV)
- Unloading requires one person to always remain with the vehicle
- Product must be unloaded within 45 minutes and the vehicle must then be moved. Vehicles left unattended will be ticketed and towed.
- Hand-carried items can be brought in through front of the building (east side) through inner-roadway and only during official move-in hours
- Exhibitors may “hand carry” or use nothing larger than a two-wheeled baggage cart (rubber or plastic wheels only) to move their items
- Exhibitors may move a “pop-up” display (equal or less than 10' in length) capable of being carried by hand by one person





Empty Container Storage

During move-in

- Tag cartons, fibers, and crates with “Empty” stickers
- Empty cartons and cases must be removed from booth

During move-out

- Empty containers begin returning at close of show when aisle carpet is removed, can take many hours
- Keep this process in mind when scheduling outbound travel. Freeman-supervised labor available to pack up your booth if needed.

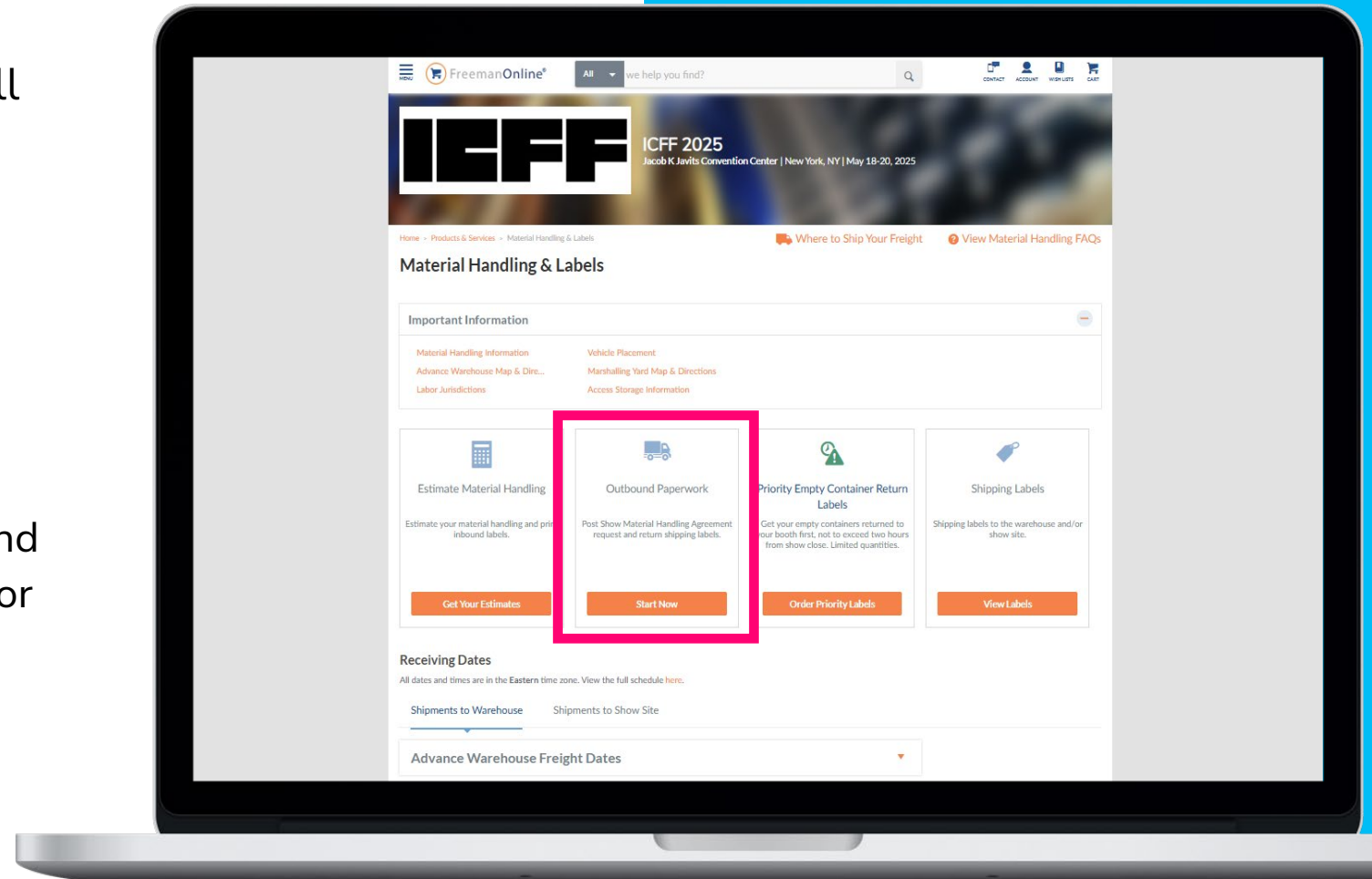
Priority Empty Return Labels

- Empty containers are returned within two hours after exhibit hall closes
- Each label is \$160. Limited quantity available per show.
- Request your label(s) when ordering other services on **FreemanOnline®**



Outbound Paperwork Process

- Outbound paperwork is needed for all shipments, regardless of carrier
- Fill out outbound shipping details in advance or on-site
- Requested paperwork will be passed out during show
- Once shipments are packed up, outbound paperwork must be turned in to Exhibitor Services
- Freight should be left labeled in booth



Outbound Paperwork On-Site Tips

- Include carrier name and phone number (not transportation broker), desired level of service, and number of pieces
- Sign, print clearly and include phone number
- Freight will be re-routed by Freeman if carrier fails to arrive by check-in deadline

MATERIAL HANDLING AGREEMENT

INSTRUCTIONS: COMPLETE ALL SHADED AREAS. RETURN COMPLETED AGREEMENT TO SERVICE DESK WHEN MATERIALS ARE PACKED AND READY FOR SHIPMENT.

SHIPPER'S NUMBER
512687-15
MHA #: 15

PLACE PRO NUMBER HERE

DATE: 07/11/2023 10:13 AM

BOOTH NO. **TFC** DATE/TIME RECEIVED _____ AM _____ PM

| | |
|---|---|
| FROM: FREEMAN CHICAGO OK WEFTEC 2023 McCormick Place 2301 S LAKE SHORE DR Chicago, IL 606161497 | TO: MC COOK, ILLINOIS 605253481 USA |
| IN THE EVENT YOUR SELECTED CARRIER FAILS TO SHOW ON FINAL MOVE-OUT DAY BY THE DRIVER CHECK-IN DEADLINE, FREEMAN RESERVES THE RIGHT TO RE-ROUTE YOUR FREIGHT ONTO ANOTHER CARRIER. IF NO OUTBOUND INFORMATION HAS BEEN SUBMITTED, FREEMAN RESERVES THE RIGHT TO RETURN THE FREIGHT BACK TO THE COMPANY ADDRESS ON FILE AT THE EXHIBITOR'S EXPENSE. | SPECIAL INSTRUCTIONS DECLARED VALUE: \$ _____ (Optional) |
| RE-ROUTE VIA _____ BY _____ DATE _____ TIME _____ AM PM | CARRIER _____ PHONE # _____ CARRIER: _____ |

CIRCLE NUMBER OF SEPARATE DESTINATIONS IN BOOTH: 1 2 3 4 OR MORE

Desired Level of Service Air Freight will be billed on Actual or Dimensional Weight, whichever is greater.

| | | | | | |
|---------------------------------|--------------------------------------|---------------------------------------|--------------------------------------|--|-------------------------------|
| Ground <input type="checkbox"/> | Specialized <input type="checkbox"/> | Next Day Air <input type="checkbox"/> | 2nd Day Air <input type="checkbox"/> | 3-5 Day Service <input type="checkbox"/> | Intl <input type="checkbox"/> |
|---------------------------------|--------------------------------------|---------------------------------------|--------------------------------------|--|-------------------------------|

| CHECKER | NO. PIECES | DESCRIPTION AND EXCEPTIONS, USED/REPAKED PARAPHERNALIA, EXHIBITION OR SHOW, NOI | WEIGHT (LB) SUBJ. TO CORR. | DATE/TIME CARRIER SIGNED |
|---------|------------|---|----------------------------|--------------------------|
| | | Crates (wooden) | | |
| | | Cartons (cardboard) | | |
| | | Trunks / Cases (fiber) (color) _____ | | |
| | | Skids / Pallets _____ Shrinkwrapped _____ Loose _____ | | |
| | | Carpets (color) _____ Wrapped _____ Loose _____ | | |
| | | Carpet Padding Rolls _____ Wrapped _____ Loose _____ | | |
| | | | | TOTAL WEIGHT _____ |

BY SIGNING THIS AGREEMENT, YOU ARE AGREEING TO BE BOUND BY FREEMAN'S TERMS AND CONDITIONS. THESE TERMS AND CONDITIONS ARE IN YOUR SHOW KIT OR CAN BE OBTAINED AT THE SERVICE DESK. BY SIGNING BELOW, YOU ARE ACKNOWLEDGING THAT YOU HAVE READ, UNDERSTOOD, AND AGREE TO BE BOUND BY THESE TERMS AND CONDITIONS. EXHIBITOR SHALL BE RESPONSIBLE FOR ALL SHIPPING CHARGES INCURRED. EXHIBITOR'S SIGNATURE (OR THE SIGNATURE OF EXHIBITOR'S AGENT), CERTIFIES & WARRANTS THAT ITS FREIGHT CONTAINS NO HAZARDOUS MATERIALS.

IF NEITHER BOX IS CHECKED, SHIPMENT WILL BE SENT COLLECT. COLLECT PREPAID

BILL FREIGHT CHARGES TO:
 FREEMAN CHICAGO
 8201 W 47TH ST
 MC COOK, IL 605253481

| | |
|--|--|
| CHECKER NAME FRINT TRAILER NO. EXHIBITOR FREEMAN CHICAGO | DATE LOADED START TIME FINISH TIME |
| SIGNATURE _____ PRINT NAME _____ EMERGENCY PHONE: _____ | CARRIER _____ CARRIER: _____ DRIVER SIGNATURE _____ DRIVER PRINT NAME _____ DATE _____ PIECES RECEIVED _____ |

Original - File Copy Green - Driver Yellow - Exceptions Pink - Control Gold - Exhibitor FDC0097T (05/10)



Shipping Services

- Shipments originating from countries other than U.S. must be cleared through customs
- Review dates for advance warehouse, show site, target dates and check-in times when confirming with shipper
- Freeman Transportation® specialists available for custom quotes

ICFF 2025 Specialty Contractors

Audio Visual &
Computer
Rental:
Metromultimedia

Booth Security:
A&M
Professional
Security

Electrical: Jacob
K Javits
Convention
Center

Floral & Plants:
Big Apple Florist

Food &
Beverage: Jacob
K Javits
Convention
Center

Insurance: Marsh
Total Event
Insurance

Intl Shipping &
Customs:
Phoenix Intl
Business
Logistics

Plumbing: Jacob
K Javits
Convention
Center

Telephone &
Internet: Jacob K
Javits
Convention
Center



Important Show Site Information



Move-in begins for targeted exhibitors
May 16, 2025

Important Show Dates and Times

Exhibitor Move-In

| | | |
|---------------|-----------------|------------------|
| Thurs, May 15 | 8:00am – 5:00pm | Targeted move-in |
| Fri, May 16 | 8:00am - 5:00pm | |
| Sat, May 17 | 8:00am - 5:00pm | |

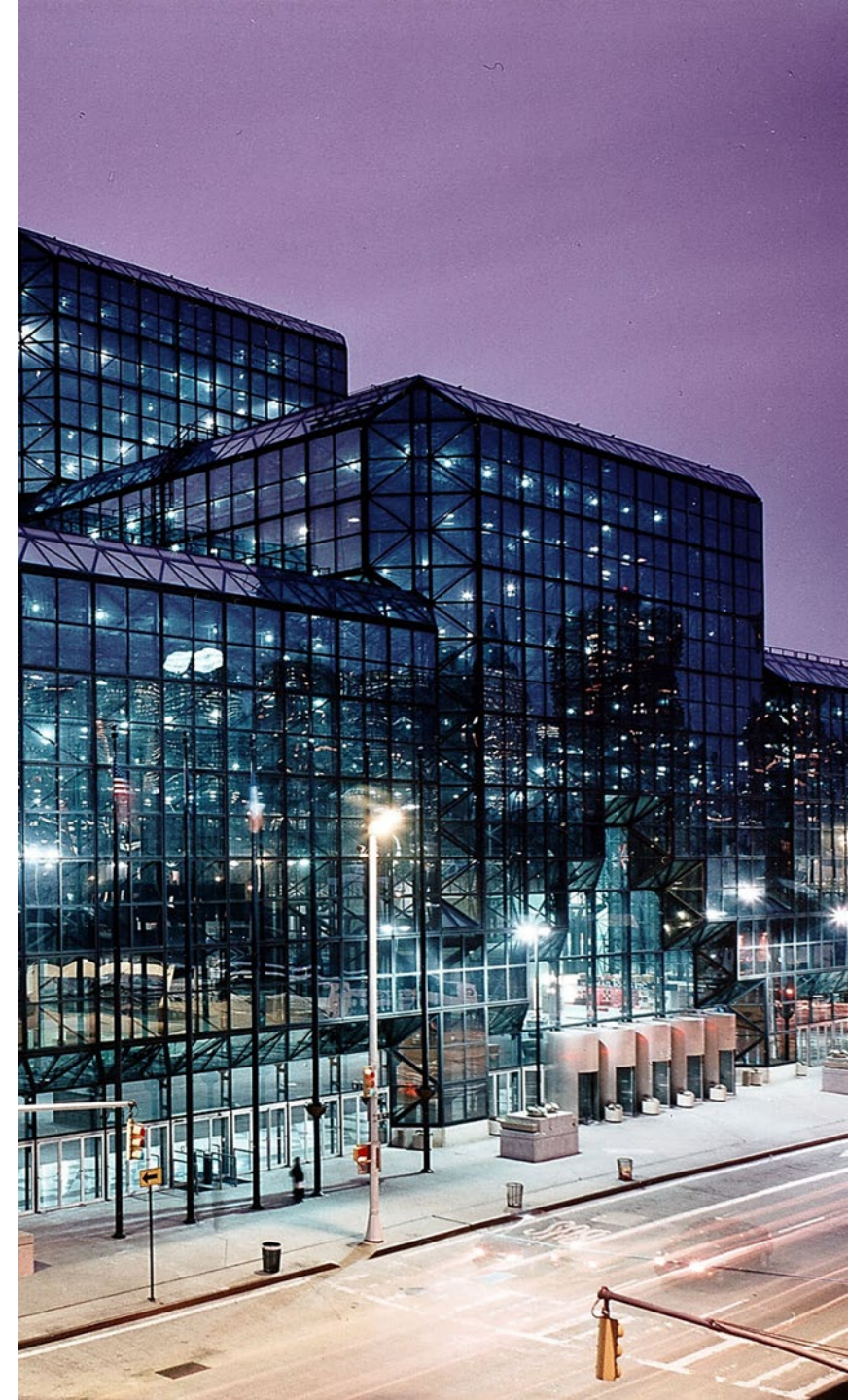
Exhibit Hall Hours

| | |
|--------------|------------------|
| Sun, May 18 | 10:00am – 6:00pm |
| Mon, May 19 | 10:00am – 6:00pm |
| Tues, May 20 | 10:00am – 5:00pm |

Exhibitor Move-Out

| | |
|--------------|------------------|
| Tues, May 20 | 5:00pm - 11:59pm |
| Wed, May 21 | 8:00am - 2:00pm |

Carrier check-in deadline: 12:00pm
Exhibitor clear deadline: 2:00pm



On-site Exhibitor Services

Connect with us on-site to receive the highest level of service



Look for a “contact us” flyer left in your exhibit space

Cost-Saving and Planning Tips



Review the exhibitor service manual and understand important deadlines

Order prior to vendor discount deadline dates for best rates

Include set-up instructions with labor order and inside crates

Consolidate shipments and avoid late to warehouse fees

Ensure all teams have all paperwork on-site

Have Additional Questions? Contact Us!



Phone

7am–7pm CT (M-Th)
7am–5pm CT (Fri)

Domestic:

1-888-508-5054

International:

1-817-210-4869



Text

7am–7pm CT (M-Th)
7am–5pm CT (Fri)

Domestic:

1-888-508-5054

International:

1-817-210-4869



Email

Responds within
1-2 business days

Domestic:

[Freeman.com/contactus](https://freeman.com/contactus)

International:

Internationalsupport@Freeman.com



Chat

7pm–4am CT (Sun)
7am–4am CT (M-Th)
7am–5pm CT (Fri)

Domestic and

International:

[Freeman.com/store](https://freeman.com/store)



WhatsApp

7am–7pm CT (M-Th)
7am–5pm CT (Fri)

Domestic and

International:

1-214-984-3514

Q&A





Thank You!

Freeman¹

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