

# ICFF 2026

## Demystifying Show Services with Freeman

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**Cassandra Cothron**

Exhibitor Education Manager, Customer Experience

March 19, 2026

**Freeman**<sup>1</sup>



**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

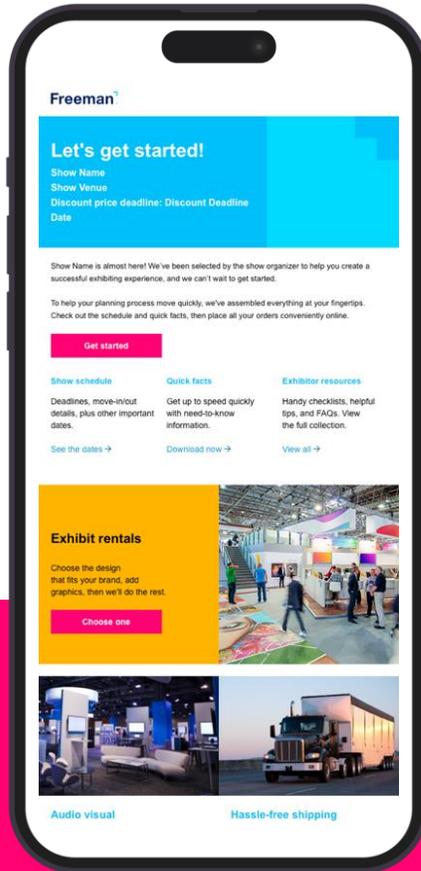
Begin 45+ days from the first  
move-in date



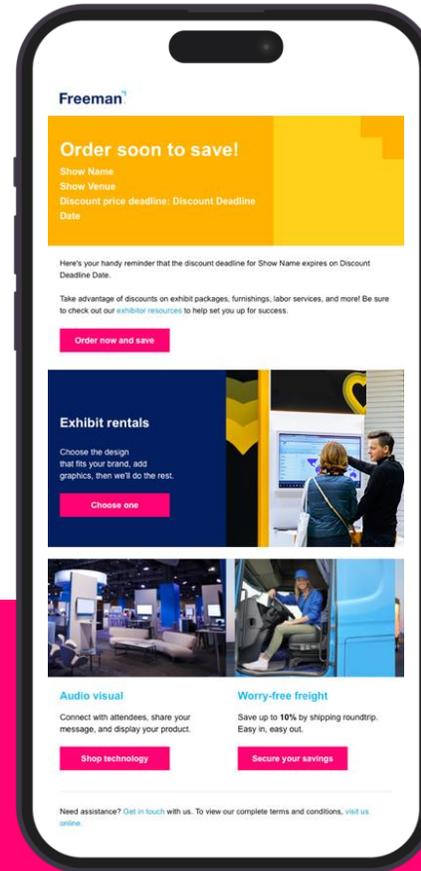
Suggested start no later than  
**Monday, March 30**



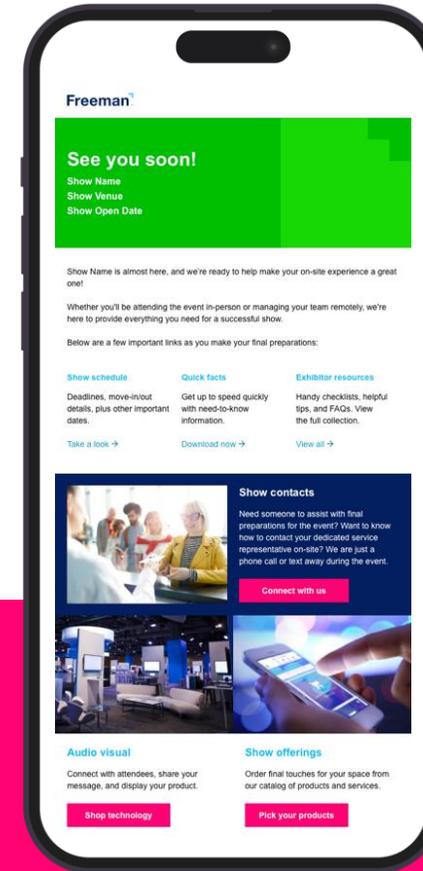
# Pre-Show Communications



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



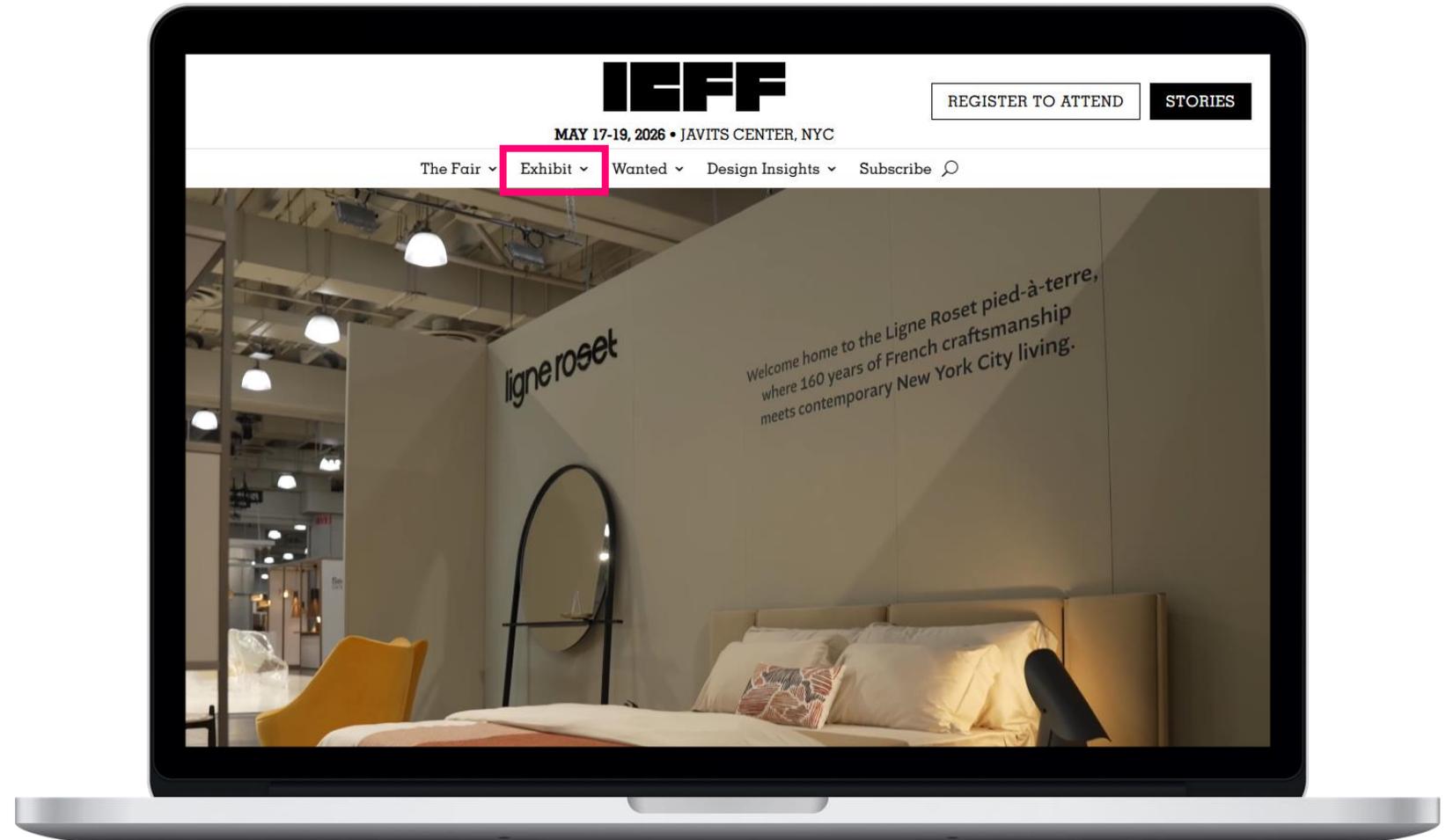
**Email 2: Order Soon to Save**  
One week before discount deadline



**Email 3: See You Soon**  
One week before show open

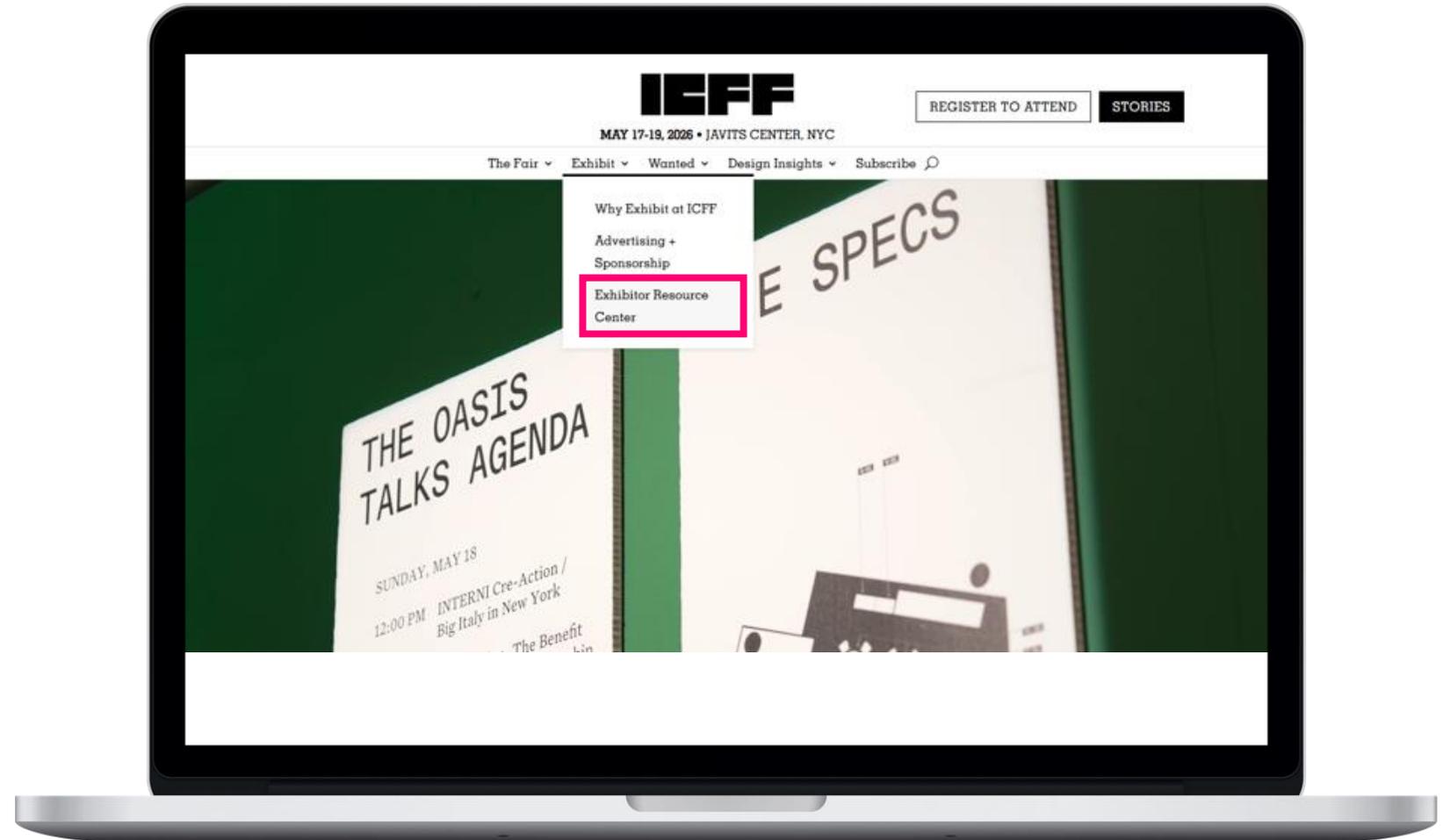
# Accessing FreemanOnline® from ICFF Exhibitor Portal

1. Starting from ICFF.com, expand the 'Exhibit' menu



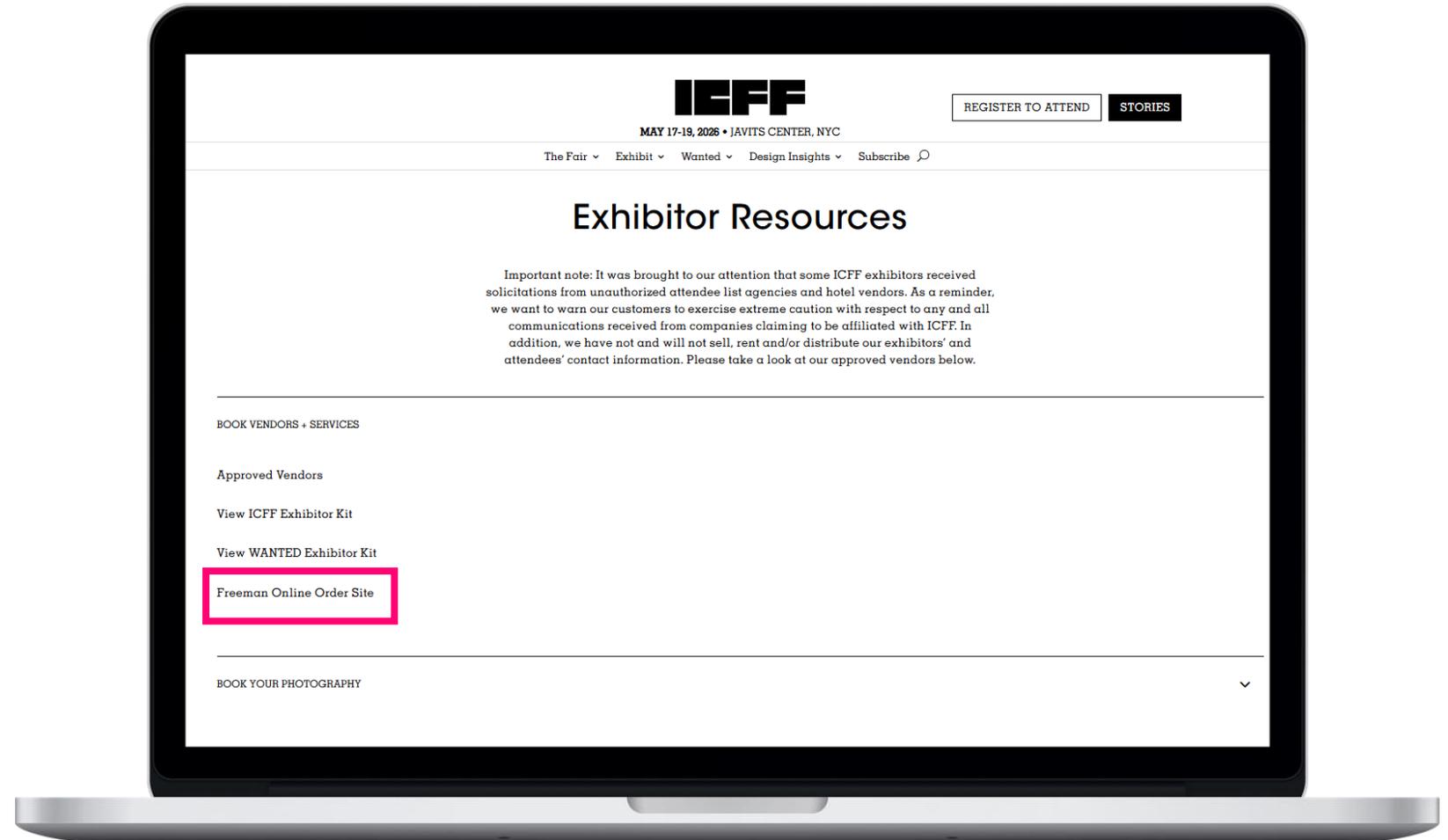
# Accessing FreemanOnline® from ICFF Exhibitor Portal

1. Starting from ICFF.com, expand the 'Exhibit' menu
2. Click on 'Exhibitor Resource Center'



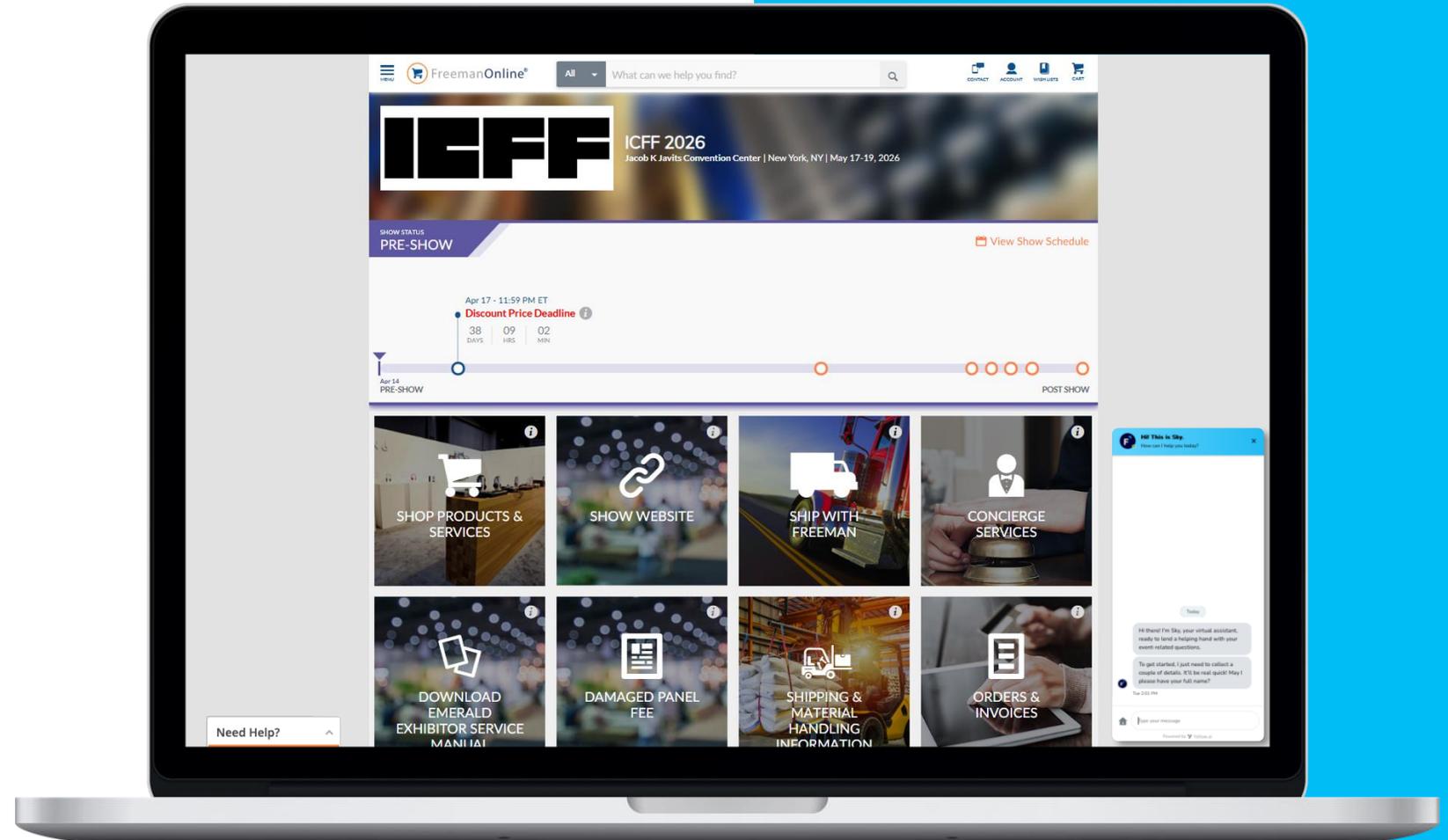
# Accessing FreemanOnline® from ICFF Exhibitor Portal

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”



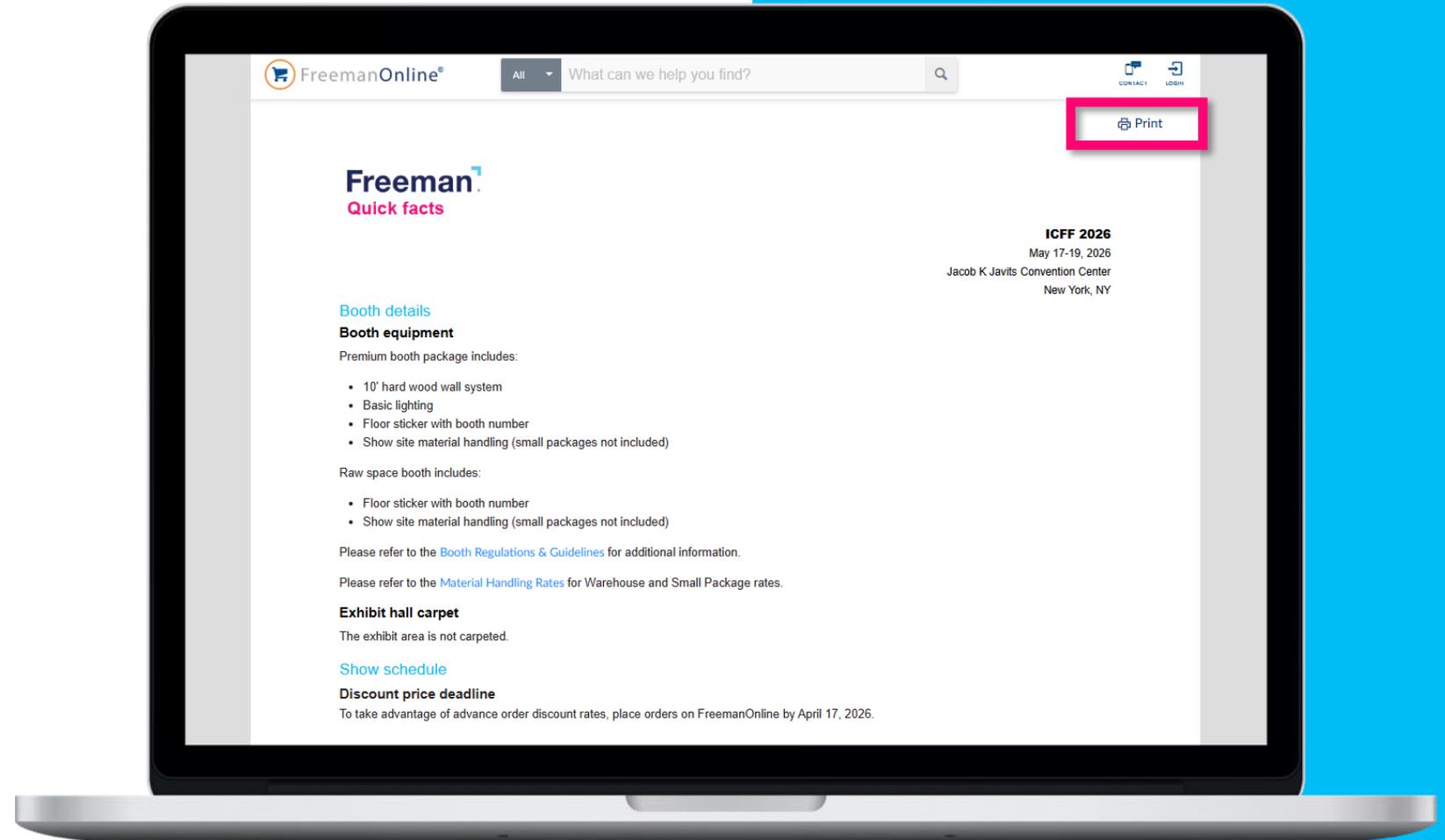
# FreemanOnline® Show Home Page

- 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
- 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

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## 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:

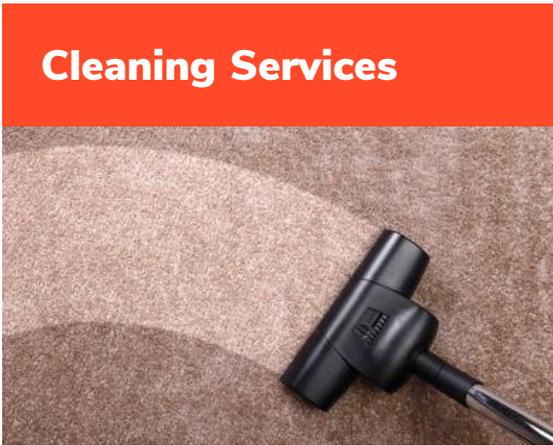
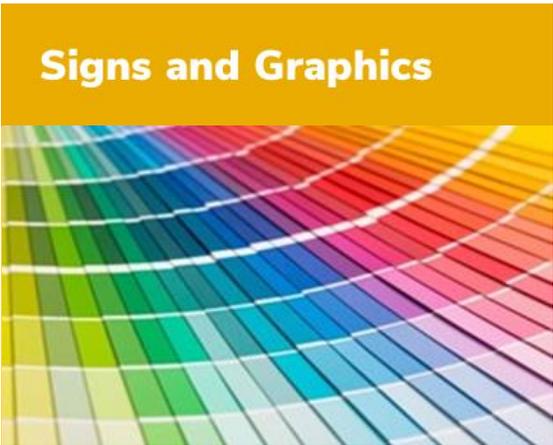
For all booths, identification signs are not provided; however, a floor sticker with booth number will be provided.

\*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: Official Services Contractor



# Order Freeman Services Early

Take advantage of advance order discount rates

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Discount deadline date  
**April 17, 2026**



# Flooring

Freeman offers the widest selection of flooring options, ensuring you can take your booth to the next level. Choose from carpet, vinyl, and turf options.

All carpet, padding, and plastic covering contain recycled content and are recyclable.



# Furnishings

Lounge furniture options,  
presentation seating, networking  
solutions and more

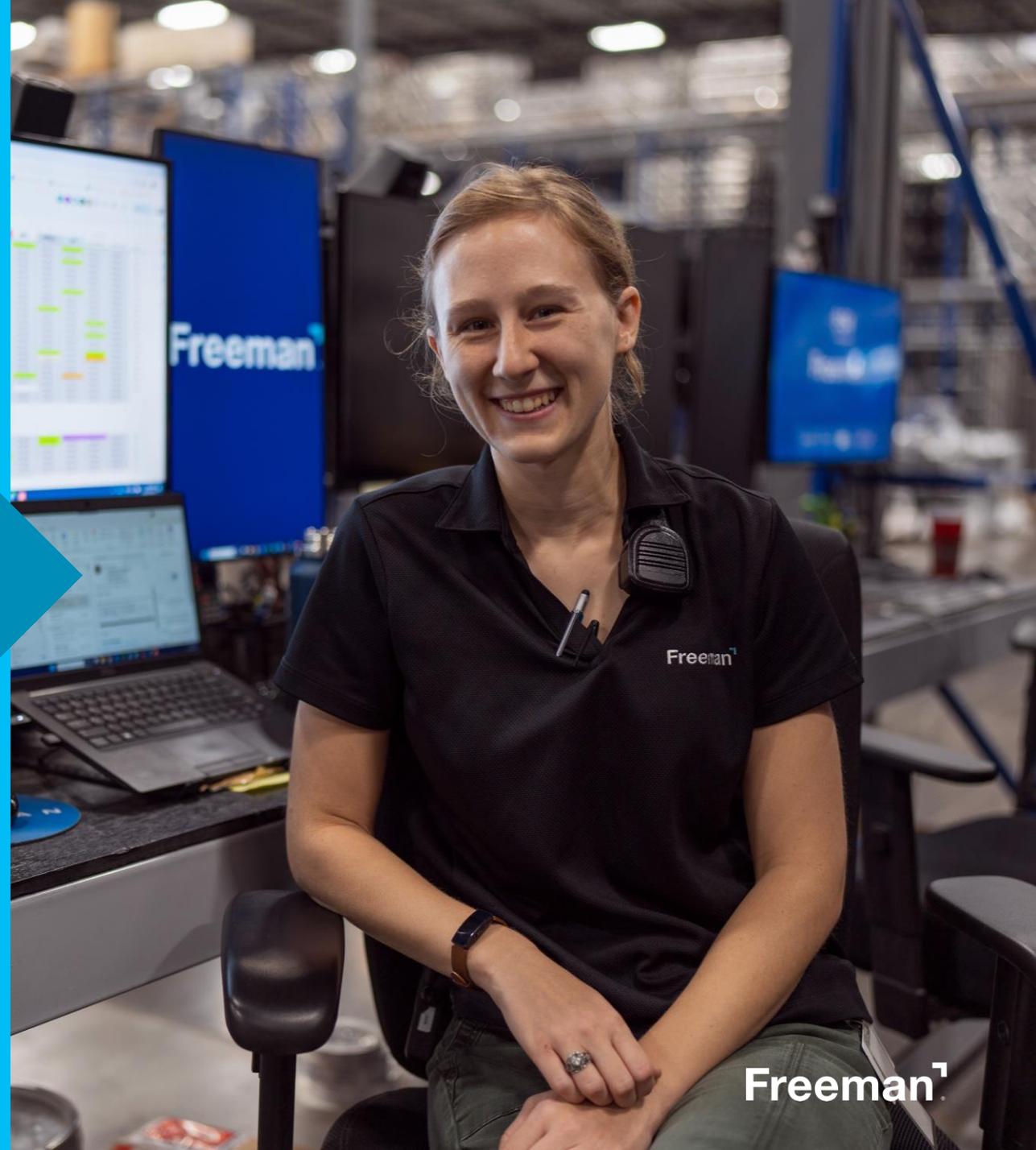


# Signage and Graphics

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 or ladders 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 may unpack and repack their own products if in cartons, not crates, and are allowed to arrange their merchandise and products in their exhibit
- For more information, view Labor Jurisdictions on [JavitsCenter.com](https://www.javitscenter.com)



# Display Labor Services



# Display Labor Services

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- 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 labor will be completed prior to show opening and before the hall must be cleared



# Cleaning Services

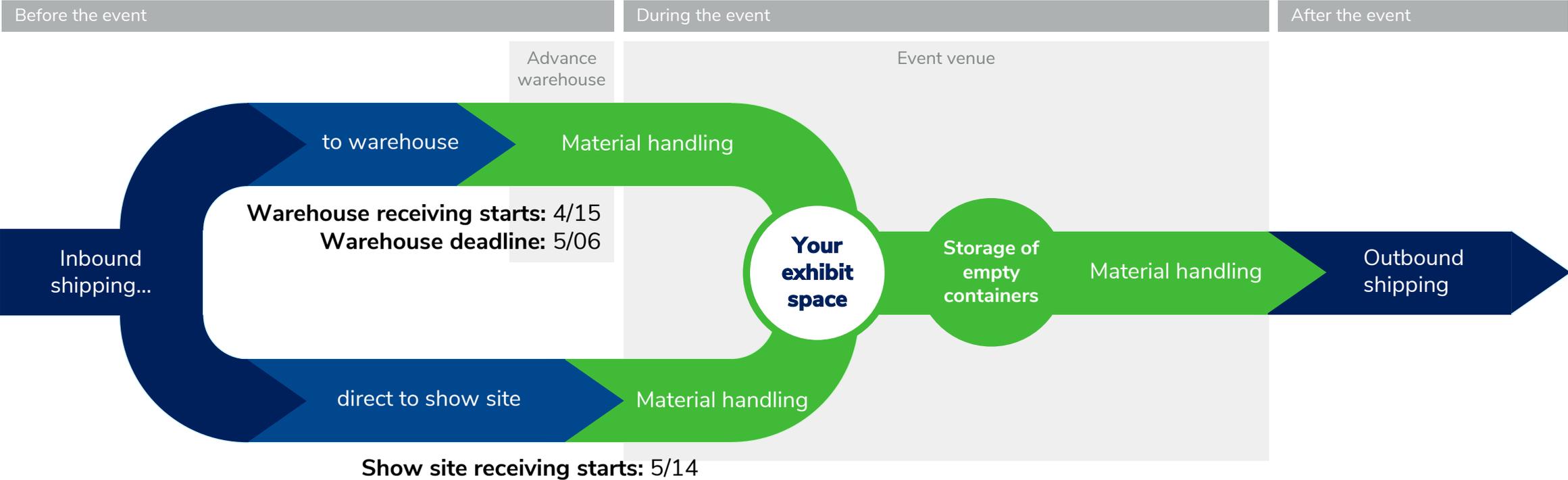
Keep your booth spotless and pristine with cleaning services, including vacuuming and waste removal. Order services as needed.



# Material Handling Services



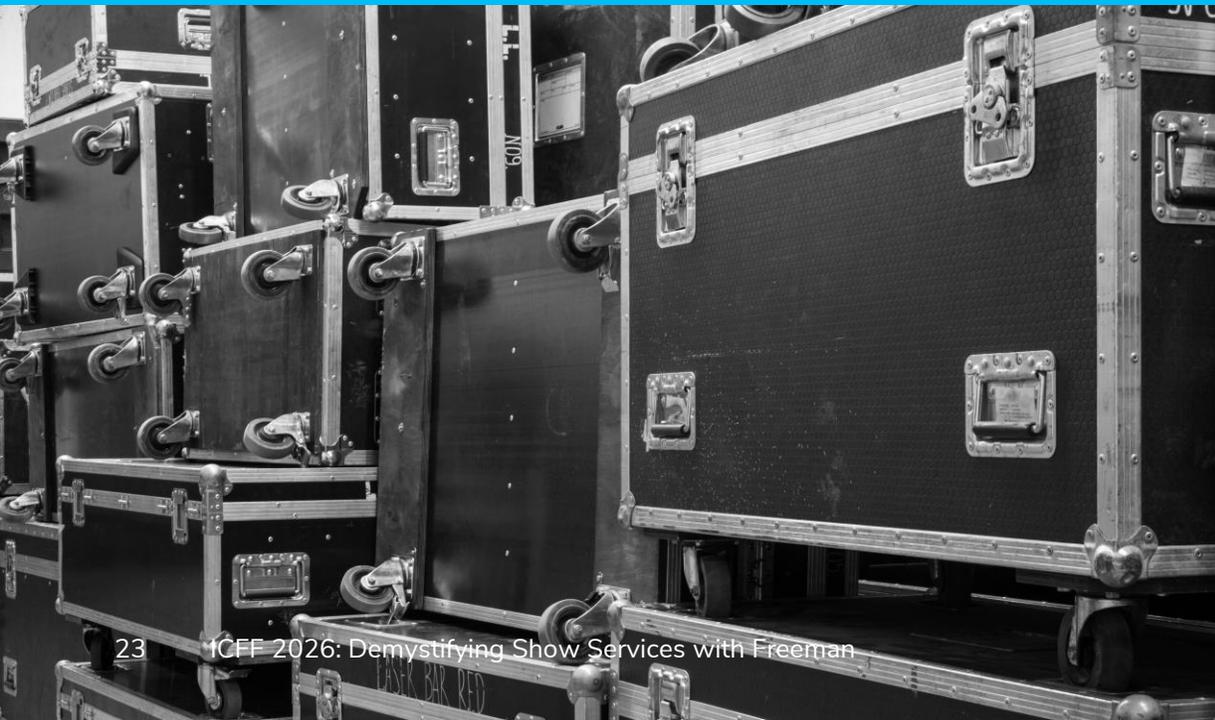
# Shipping and Material Handling Overview



# Material Handling Price Per Pound

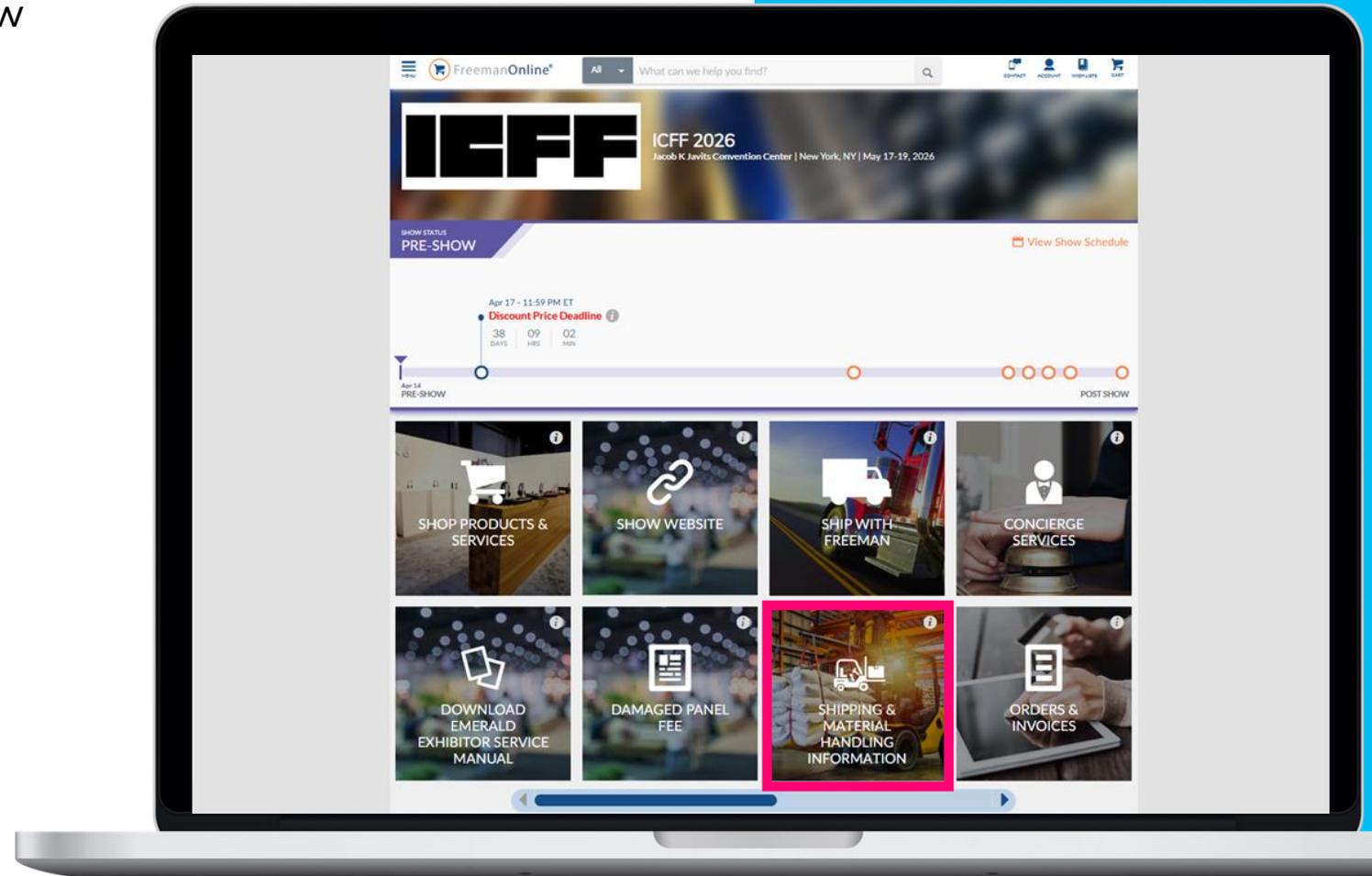
## It's Just Easier!

- 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
- Budgeting calculator
- Shipping labels
  - Warehouse and show site labels
- Marshalling yard information
- Empty storage details
- Outbound information

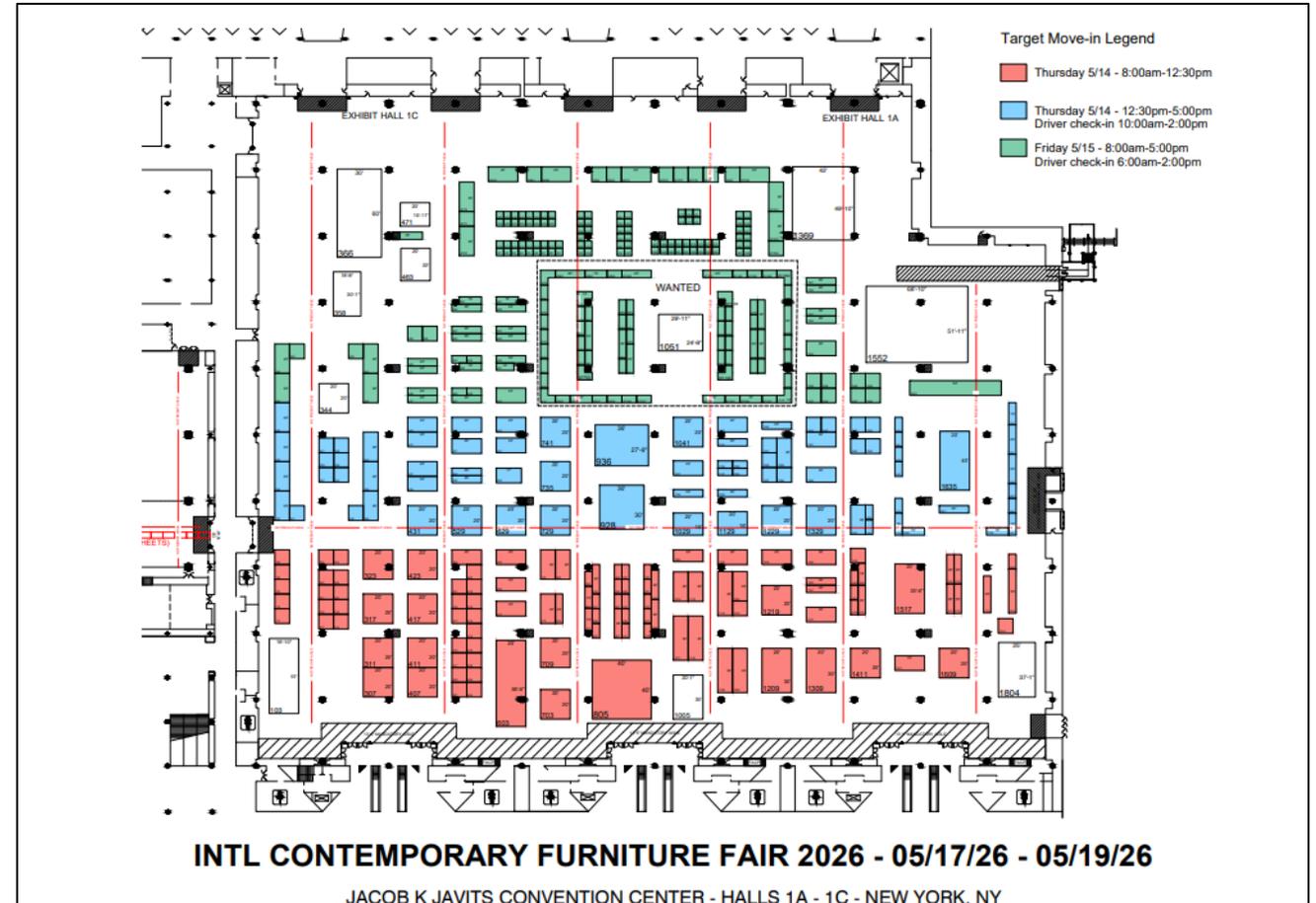


# Assigned Target Dates and Times

- 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

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- 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

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- 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
- Hazard lights must be activated while staged
- 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

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## During move-in

- Label empty cartons, fibers, and crates with “Empty” stickers
- Empty Stickers available at Freeman Service Desk
- Empty containers must be removed from booth

## During move-out

- Empty containers are returned at close of show when aisle carpet is removed or plastic covering is laid; this can take several 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

- This service guarantees that empty containers with priority labels are returned within two and a half hours of event close
- One label is needed for each container being stored
- Each label is \$160. Limited quantity available per show.
- Request your label(s) when ordering other services on **FreemanOnline®**

Freeman<sup>7</sup>

**When  
customers  
are gone,  
you can  
be too.**

**Be among the first to pack up  
with priority empty returns.**

We'll have your empty containers  
back within two and a half hours of  
show close **guaranteed.**

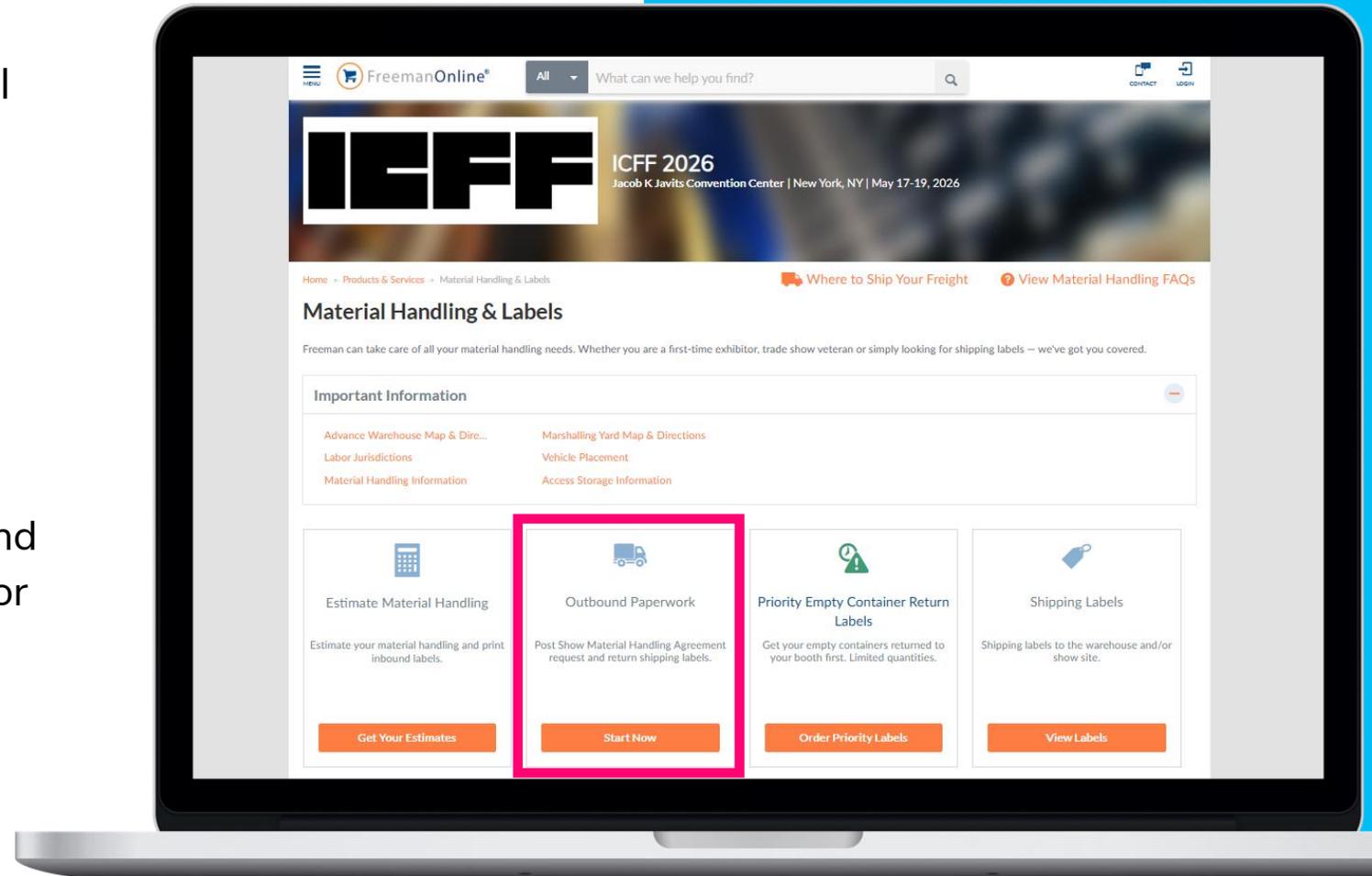
**Visit the Exhibitor Service Center  
for more information**

Next time - order ahead online

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# 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
- If carrier fails to arrive by check-in deadline, freight will be re-routed by Freeman

**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 #: \_\_\_\_\_

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  Specialized  Next Day Air  2nd Day Air  3-5 Day Service  Intl

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

BY SIGNING THIS, I AGREE TO ENTER AT MY OWN RISK AND HOLD FREEMAN HARMLESS FROM ALL LIABILITY ARISING FROM MY ACTIVITIES ON THE PREMISES.

CHECKER NAME: \_\_\_\_\_ DATE LOADED: \_\_\_\_\_  
FRINT: \_\_\_\_\_ START TIME: \_\_\_\_\_  
TRAILER NO.: \_\_\_\_\_ FINISH TIME: \_\_\_\_\_

EXHIBITOR: **FREEMAN CHICAGO**

CARRIER: \_\_\_\_\_ CARRIER: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ PRINT NAME: \_\_\_\_\_  
EMERGENCY PHONE: \_\_\_\_\_

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 receiving, show site receiving, target dates, and driver check-in times when confirming with shipper
- Choose a tradeshow-experienced carrier to ensure reliable delivery, proper freight handling, on-time arrival
- Freeman Transportation® specialists available for custom quotes



# ICFF 2026 Specialty Contractors

**Audio Visual & Computer Rental:**  
Metromultimedia

**Booth Security:**  
A&M Professional Security

**Electrical:**  
Jacob K Javits Convention Center

**Floral and Plants:**  
Big Apple Florist

**Food and Beverage:**  
Jacob K Javits Convention Center

**Insurance:** Marsh Total Event Insurance

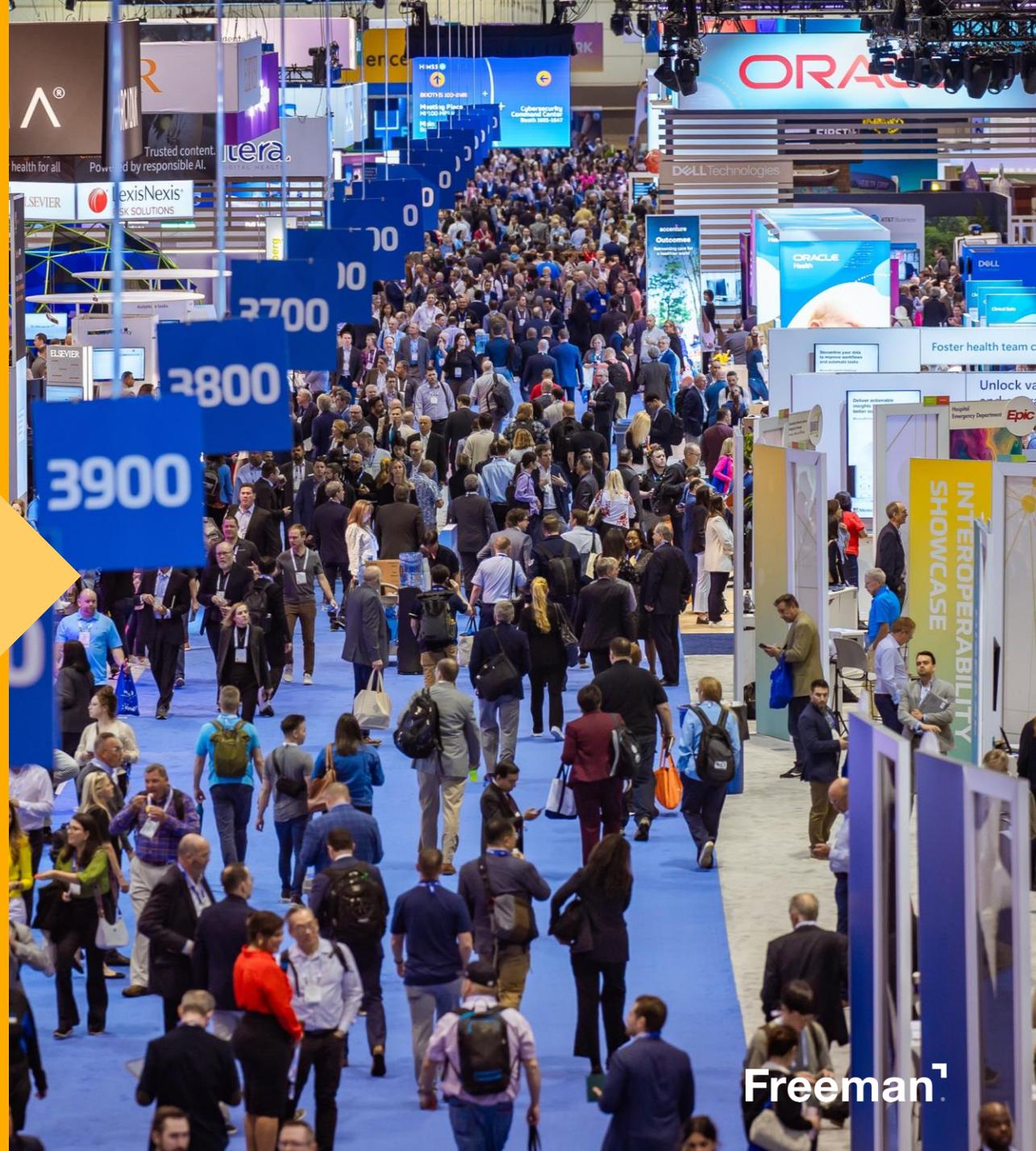
**Intl Shipping and Customs:**  
Phoenix Intl Business Logistics

**Plumbing:**  
Jacob K Javits Convention Center

**Telephone and Internet:**  
Jacob K Javits Convention Center

# Important Show Site Information

Move-in begins for targeted exhibitors  
**Thursday, May 14**



# Important Show Dates and Times

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## Exhibitor Move-In

Thurs, May 14	8:00 am – 5:00 pm
Fri, May 15	8:00 am - 5:00 pm
Sat, May 16	8:00 am - 5:00 pm

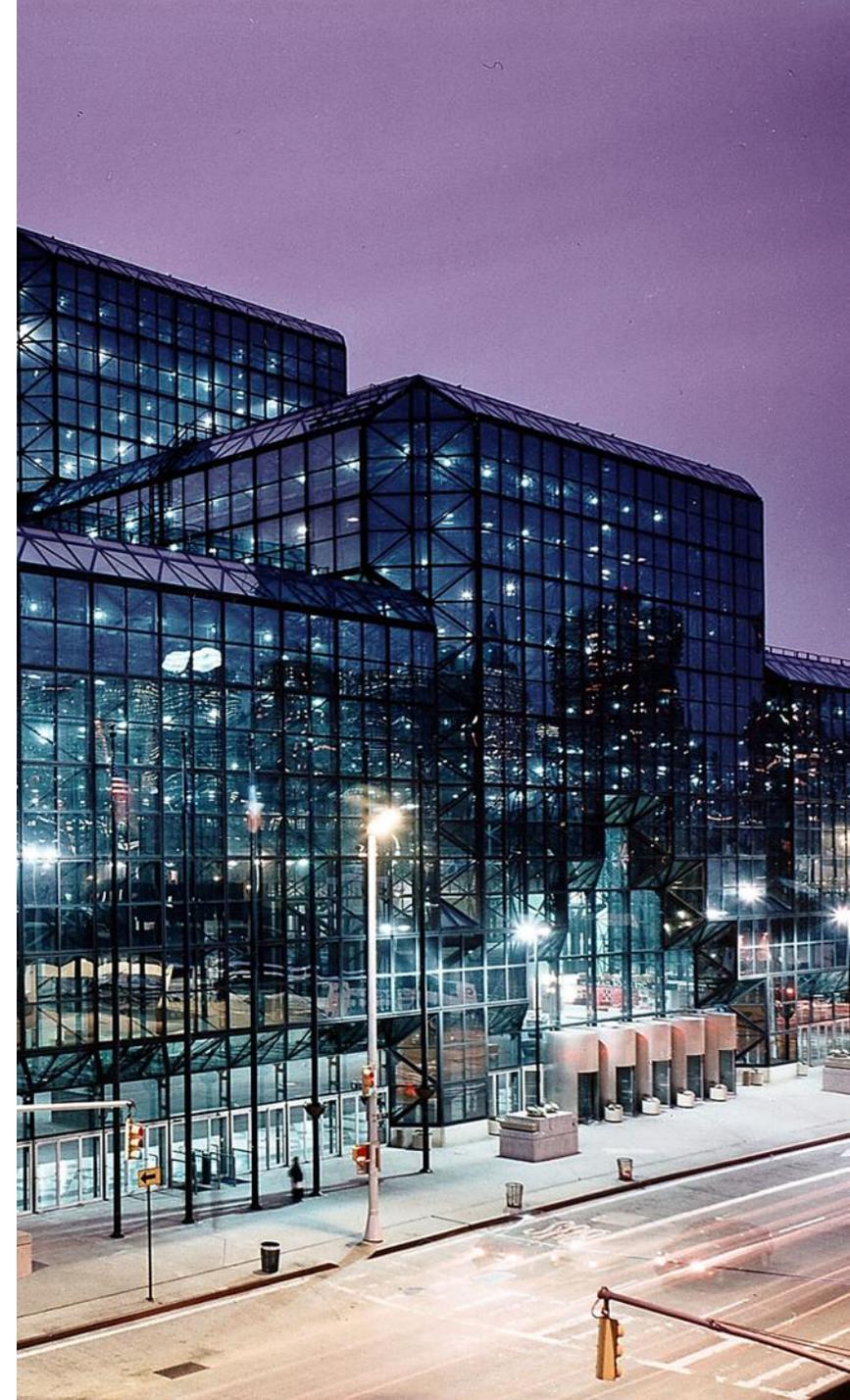
## Exhibit Hall Hours

Sun, May 17	10:00 am – 6:00 pm
Mon, May 18	10:00 am – 5:00 pm
Tues, May 19	10:00 am – 5:00 pm

## Exhibitor Move-Out

Tues, May 19	5:00 pm - 11:59 pm
Wed, May 20	8:00 am - 2:00 pm

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

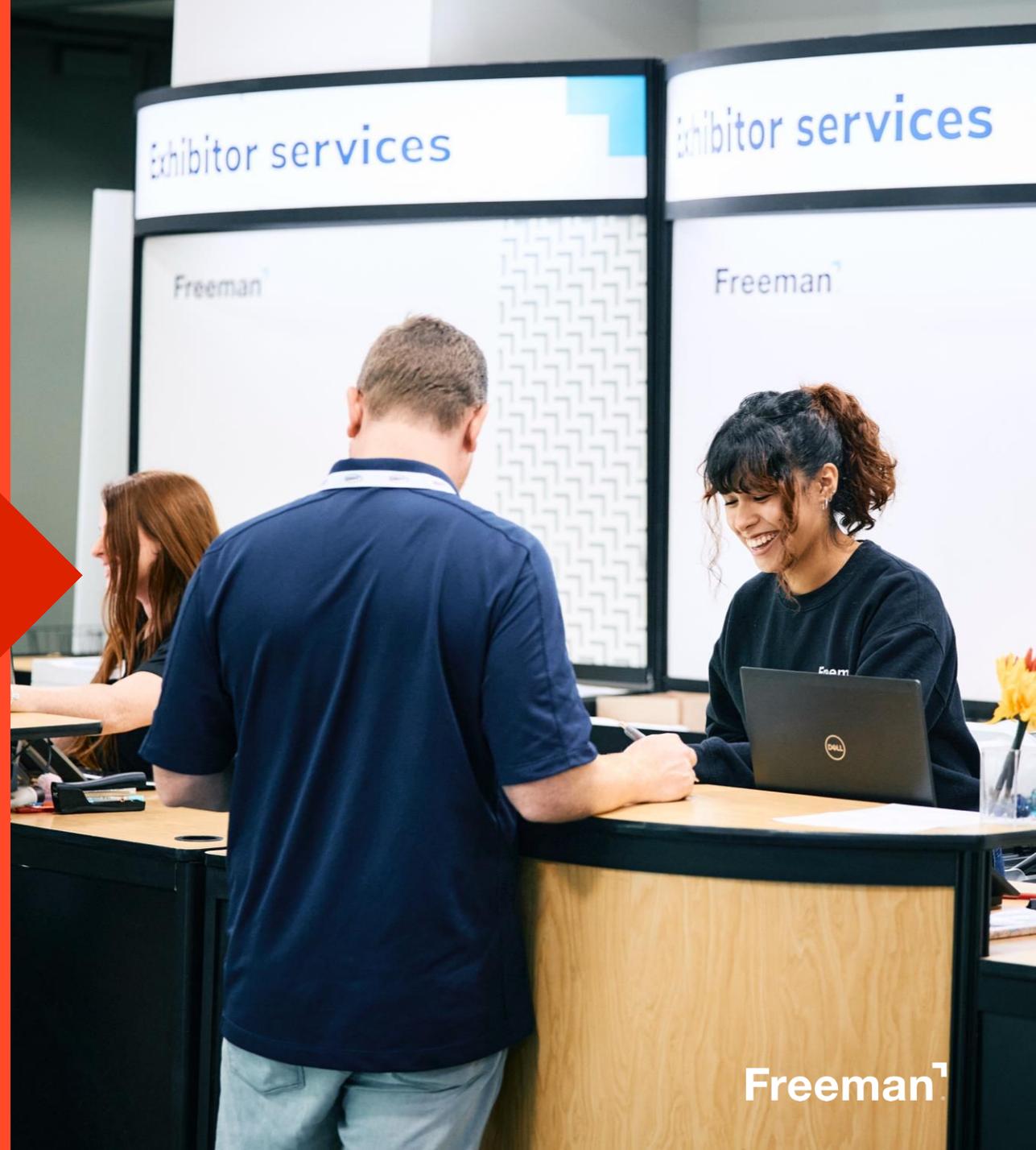


# On-site Exhibitor Services

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

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



# Cost-Saving and Planning Tips

Plan to arrive with enough time to set up your booth and allow extra time in your departure plans for empty freight return and booth teardown

Review the exhibitor service manual and understand important deadlines

Include set-up instructions with labor order and inside crates

If shipping to show site, order labor services to begin after freight arrival

Ensure all teams have all paperwork on-site

Before show opening, check out your space to ensure all shipments have arrived and confirm all orders have been completed or are in process

Before departing, stop by the service desk and specialty vendors to review and settle all final invoices



# 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



## WhatsApp

7am–7pm CT (M-Th)  
7am–5pm CT (Fri)

### Domestic and

### International:

1-214-984-3514



## Chat

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

### Domestic and

### International:

Freeman.com/store



## Email

Responds within  
1-2 business days

### International:

Internationalsupport

@Freeman.com

# Q&A





**Thank You!**

**Freeman<sup>1</sup>**