



FEBRUARY 6.7.8 2012 . SANDS EXPO . MONDAY & TUESDAY 9AM - 6PM WEDNESDAY 9AM-4PM

Welcome, and thank you for participating in ENKWSA February 2012. ENKWSA is a fantastic opportunity to meet and conduct business in the global footwear and accessories marketplace. As a first time exhibitor there is a great deal of information that you will need to know to have a successful show. We have compiled this list of frequently asked questions to help you get off on the right foot. The ENKWSA Exhibitor Services Manual, which contains rules & regulations, order forms for products and services and detailed information about the show will be available for download on ENKWSA's website – [www.enkwsa.com](http://www.enkwsa.com) – in December.

**What comes with my booth?** There are essentially two types of booths that can be purchased at ENKWSA February, "Turnkey Booth Package" and "Exhibit Space Only".

### **Turnkey Booth Packages**

Turnkey Booth Packages are complete packages designed for exhibitors that want to send just product to the show. There are many advantages of purchasing a booth package from ENKWSA – The packages include the necessary walls, a table and chairs, electricity, and lights. The packages are economically priced, and you can avoid material handling and shipping costs normally part of sending your display to show site, Turnkey Booth Packages even include a limited amount of material handling for product at no extra charge. If this is your first time exhibiting, show management highly recommends that you choose a booth package. You can save considerable time and money.

Although ENKWSA Turnkey Booth Packages, have everything you need, except product, there are still optional items available. Optional items that may be purchased include additional tables, chairs, shelves, interior graphics, and exterior graphics.

### **Exhibit Space Only**

Exhibit Space Only is just floor space with gray carpet, nothing else is included. Exhibit Space Only, is broken down into several sub-categories; in-line booths, corner booths, peninsula booths and island booths. If you are exhibiting in an in-line booth, corner booth or peninsula booth you are required to provide your own walls to separate your booth from adjoining booths. The walls must be professionally finished and 8 feet high. Island booths have no neighbors and do not require walls, however most island booth exhibitors choose to at least partially enclose their booth space.

For in-line, corner, and peninsula booths, several options are available to build your walls. You can rent a custom booth from the official show contractor GES; you may work with a third party contractor that will bring and install your booth, or you can bring in your own custom booth. It is important to note that your booth must have 8 foot high, professionally finished walls. In-line booths must have walls on three sides, corner booth can have walls on 2 or 3 sides, and peninsula booths are required to have 1 wall, but may have 2 or 3 walls. Read through the Booth Construction Policy for more information – [available here](#).



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## Custom Booths

Many exhibitors choose to buy exhibit space only and hire a third party contractor to build and install a custom booth. In many cases the third party contractor, referred to as an Exhibitor Appointed contractor or EAC, will handle all aspects of preparing an exhibit for a show. Designing, installing, dismantling, and storing an exhibit can be done by an EAC. The EAC will take on the responsibility of ordering all services including shipping, material handling, labor, electrical, cleaning, etc. Typically the exhibitor will pay the EAC and the EAC will pay GES for any services rendered, such as material handling. It is important to note that the exhibitor is ultimately responsible for all charges incurred and will be required to pay any GES charges that the EAC fails to pay, so it is important to deal with a reputable EAC.

### What else do I need?

If you have purchased exhibit space only and have not hired an EAC to build your booth, you will need items such as furnishings, shelving, electrical service, lighting and walls to separate your exhibit from your neighbors, your booth will only have carpet. You will either need to bring a custom booth and furnishings or rent both walls and furnishings from the official show contractor, GES. Information on furniture and pre-packaged display rental is available in the ESM in the **GES Furnishings and Booth Packages** section.

### Furnishings, Shelving and Booth Packages

GES has a wide variety of furniture, and display units available for rent. GES also carries a variety of booth packages that can be built in your exhibit space. Information and pricing on furniture and pre-packaged display rental is available in the ESM in the **GES Furnishings and Booth Packages** section.

### Electricity

Electricity is not included with your booth when you have purchased exhibit space only. If you need to run a computer, have lights, or any other electrical device, you will need to order electrical service. Orders for large amount of electrical service will also require electrical labor for installation at additional cost. Electrical service, labor and a variety of lighting packages are offered by Specialized Event Services (SES) the official electrical contractor for the show. Order forms can be found in the ESM in the **Specialized Event Services** section.

**Ordering Electrical Service:** Determining your electrical needs is the first part of ordering your electrical service. Electricity is sold in watts. To determine how many watts you need, you have to check the number of watts used by each of your electrical devices. Lights are easy, a 100 watt light bulb uses 100 watts of electricity; all other devices should have a label that indicates the power usage. The label will have something like 120w for 120 watts, sometimes the labels will have something like 40VA (40 volt-amps) which is about the same as 40 watts. Add the wattage from each device to determine your electrical needs. For example – 4 light bulbs at 150 watts each, laptop computer at 80 watts, adding machine at 20 watts – (4 x 150 + 80 + 20 = 700) for a total of 700 watts. On the Electrical service order form in the manual, you check the box for 10 amp/1000 watts (electricity is sold in 500 watt increments) and pay the price indicated. The electrical service will be turned off during the night. If you require power 24 hours a day there are additional charges. You probably will not need power 24 hours a day unless you have a refrigerator or some other unusual situation.



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For smaller booths, such as 10 x 10, 10 x 20, and 10 x 30 booths, the outlet will be placed in the center of the booth at the back wall. For larger booths, 20 x 20 or larger, you MUST send in a floor plan with your order indicating the desired locations of outlets. There will be additional labor charges for the rental and installation of extension cords and the positioning of outlets.

Electrical orders of more than 1500 watts (15 amps) or over 120 volts will require electrical labor, at an additional cost.

### **Booth Cleaning**

A clean booth is always an important part of your company's image. ENKWSA pays a cleaning service to clean all booths on the night before the show opens. During the show, you may clean your own booth or you may order booth cleaning. Cleaning services are provided by Specialized Event Services (SES). Order forms can be found in the ESM in the *Specialized Event Services* section.

### **Wireless Internet Service**

ENKWSA will provide FREE wireless Internet service throughout all halls, the only thing you'll need is a computer with wireless capability. Login information will be available at ENKWSA registration desks in the lobby.

There are a number of other products and services available telephone service, booth security, floral service (rent plants and flowers for your booth), catering, etc.

All of the above listed services can be ordered using forms available in the ESM.

**Moving in to ENKWSA:** Move-in times for each booth are specified in advance. Exhibitors will receive a color-coded floor plan called a target floor plan. The map specifies the move-in times for each booth on the floor plan. The move-in time is the time your shipment needs to arrive at the marshaling yard. Your carrier may have to wait a while at the marshaling yard. When unloading equipment is available, GES will call the truck to the convention center to be off-loaded.

If your shipment does not arrive by your target unload time, you may incur an additional surcharge, called an off-target charge.

Freight may also be sent ahead of time to the Advance Warehouse. Shipments may begin arriving at the Advance Warehouse approximately one month before the show. Freight sent to the Advance Warehouse will be delivered to your booth by the Target Move-in Time specified on the target maps.

**What is the Marshaling Yard?** The large number of exhibitors makes it impossible to allow shipments to be delivered directly to show site. All shipments to ENKWSA must first go to the GES Marshaling Yard. The marshaling yard is essentially a large parking lot near the show site that serves as a waiting area for trucks bringing freight to ENKWSA. Trucks will not be allowed to drive directly to the show site. Instead drivers must go to the marshaling yard, check-in and wait to be called to the show site. Once called, trucks are driven to the show site and unloaded. This process allows the move-in to be faster and safer.

### **How do I get my crates to my booth, and what do I do with my crates during the show?**

Once your shipment is brought from the marshaling yard to show site, GES will unload your shipment and deliver it to your booth. Once your crates, pallets, and boxes are empty, and properly labeled with EMPTY stickers, GES will remove and store the crates during the show. (Note: EMPTY



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stickers will be available at the GES Servicenter at the show during move-in.) At the close of the show GES will return them to your booth, and they will then load your freight on to your outbound carrier. (For more information on move-out see **Moving out of ENKWSA** below.) GES charges a material handling fee for this service, which is sometimes called "drayage". The fee is based on the weight of your shipment. Check the ESM under the ***Shipping and Materials Handling*** section for exact pricing. The cost usually ranges from \$60 to \$80 for **each** 100 pounds of freight, with minimum prices for each shipment. All exhibitors shipping materials to the show will have to pay material handling fees so it is very important to thoroughly read and understand the ***Shipping and Materials Handling*** section of the Exhibitor Service Manual.

**What is the best way to ship my display to the show?** By far the most trouble-free way to ship your exhibit and display materials to the show is to ship to the GES Advance Warehouse before the Advance Warehouse deadline date (see ESM for deadline date). Your shipment will be at the GES Advance Warehouse well before the show, GES will bring your shipment to your booth by your target move-in time, and you can begin setting up your display right on schedule. No hassles, no headaches and no off target charges for late shipments.

Unfortunately, it is not always possible to get your shipment to Las Vegas well in advance of the show. In this case, you can ship directly to show site, but it is strongly recommended that you ship using a company that is very familiar with trade shows. The carrier of your shipment will need to arrive according to a very specific timeline, and the driver will need to wait at the marshaling yard until the truck can be brought to show site to be unloaded.

You can use GES Logistics to ship your freight. GES Logistics, the shipping arm of GES, offers competitive rates, is familiar with the timelines involved with shipping to and from ENKWSA, and you can receive a 10% discount on material handling fees.

**Can I drive my own truck, with my display material, to the show?** Yes, you can drive your own truck with your display material to the show. Like all other shipments to ENKWSA, you will need to go to the marshaling yard and check-in, wait until you are called, and drive to the show site where GES will unload your shipment and deliver it to your booth. You will be charged material handling fees based on the weight of your shipment and you will also be subject to off target charges if you do not arrive at the marshaling yard by your target unload time.

**Do I have to ship my samples along with my display material?** No, if you are shipping your samples to the show they can arrive as a separate shipment during move-in. Samples and Product is not subject to off-target charges, and can arrive any time during move-in. We always recommend that you have your company representative in the booth when you expecting shipments of product, otherwise boxes will be left in your booth unattended.

If you are bringing your samples to the show in a passenger car, you can take advantage of the ENKWSA cartload service. The cartload service allows exhibitors to bring in one load of samples (not more than 300 pounds) from a passenger car for about \$60. More details about the cartload service are available in the ***Shipping and Material Handling*** section of the ESM.

**Can I hire someone to build my booth?** Yes, if you have a custom booth you can ship your booth to the show (or to the Advance Warehouse) and then hire labor from GES to assemble your booth in your exhibit space. You can choose to be there and supervise the setup or you can allow



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GES to setup without your supervision. If you contract with GES to supervise and build your booth, be sure to include detailed plans and instructions on how to build your exhibit. More information about hiring labor to setup your display can be found in the ESM in the ***GES Furnishings & Booth Packages*** sections.

If you do not have a custom booth, but would like to rent a booth (besides the previously mentioned turnkey booth package) GES will build customized booths, contact GES at [gesed@ges.com](mailto:gesed@ges.com) for more information. You can also hire an outside contractor to build your display. These builders are commonly referred to as Exhibitor Appointed Contractors or EAC's. EAC's must meet strict guidelines and provide proof of insurance before they will be allowed to work on the show floor.

**How long do I have to set up my booth?** ENKWSA has a **Clean Floor Policy** which means that **ALL** wooden crates, pallets and wooden boxes will be picked up and moved to empty storage starting at 6:00 pm on Saturday, February 4. Plan on having all of your crates, pallets and wooden boxes empty and labeled with **EMPTY** stickers before 6:00 pm on Saturday, February 4. Cardboard boxes will be picked up beginning at 1:00 pm on Sunday, February 5. You may continue to work on your booth until Sunday, February 4 at 8:00 pm, but you will NOT have access to your crates, pallets, or wooden boxes after 6:00 pm on Saturday, February 4.

**I have a small booth and I am renting my furnishings, can I carry in my own signs and samples?** If you can hand carry all of the materials that you need to set up your display in one trip and your display can be essentially set-up in about an hour or two, then you can bring your own display. You will not have access to dollies or electric carts, and you will need to enter through normal walk-in doors, not freight doors.

**I am just bringing in my product samples, and my Target Move-in Time is 3 or 4 days before the show opens. Do I really have to set-up so early?** If you are bringing in ONLY product samples OR if you can hand carry in your display and do not require dollies, forklifts, or carts to bring in your display, you can move-in the day before the show opens without penalty. Your booth must be completely set-up by 8:00 pm the evening before opening day.

**Moving out of ENKWSA:** Move-out times for each booth are also specified in advance. Color-coded target move-out floor plans will be available on the [enkwsa.com](http://enkwsa.com) website. The map specifies the move-out times for each booth on the floor plan. The move-out time is the time your freight needs to be packed, labeled and ready to pick up. If your shipment is not ready by your target move-out time, you may incur an off-target charges. As with move-in, all trucks will need to check in to the marshaling yard and wait to be called to the convention center by GES.

For your outbound shipment, you will need to complete a Bill of Lading with the shipping address, the number of pieces and the weight of the shipment. The Bill of Lading needs to be turned in to the GES Servicenter. Once the Bill of Lading is turned in then GES will scheduled your outbound carrier to come from the marshaling yard to the convention center to be loaded with your freight.

ENKWSA has a limited time to completely clear the convention center. If your outbound carrier does not show up in time, GES will "force your freight" and your shipment will be sent using the official show carrier to the address specified on your Bill of Lading at your expense.



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**Can I bring my children during move-in or move-out?** ABSOLUTELY NO ONE UNDER 18 will be allowed on to the show floor during move-in and move-out. This is a safety issue and there are no exceptions

**How do I get a name badge and badges for my employees?** All exhibitors must have a ENKWSA name badge to enter the show floor, even during move-in. You can register for your badges online at ENKWSA's web site – [www.enkwsa.com](http://www.enkwsa.com). You will need your password which will be e-mailed to you by CSI, ENKWSA's registration vendor. For registrations completed early date, badges will be mailed directly to your business address as indicated in our records. For late registrations, badges at the registration desk on show site with proper identification.

**Important Name Badge Information:** Any person violating show rules will have their name badge revoked and will no longer be allowed on the show floor. The exhibiting company that provided the name badge may be barred from further participation in the current and future ENKWSA Shows.

**Where should I stay and how do I get to the show each day?** ENKWSA has a travel agent and their information is available at ENKWSA's web site – [www.enkwsa.com](http://www.enkwsa.com). You can also reach the ENKWSA Travel Agent by phone 800-221-3531 or 212-532-1660. The ENKWSA Travel Agent has complete information on all of the official ENKWSA hotels and can book in Las Vegas.

During the show, shuttle buses will be available at all of the official ENKWSA hotels for transportation to and from the Sands Expo & Convention Center. The shuttle bus transportation is free for all ENKWSA exhibitors and attendees. A complete shuttle bus schedule is available at the ENKWSA web site – [www.enkwsa.com](http://www.enkwsa.com)

These are answers to just a few of the more commonly asked questions and this page is not intended to be a substitute for your ESM, plan on taking an hour or two to read through the manual. Understanding the information in your manual is vital to your success.

A glossary of trade show terms is included on the following pages.

If you have questions, contact the ENKWSA February 2012 Operations department by phone at the ENKWSA office – 818-464-7103 or by e-mail at [operations@wsashow.com](mailto:operations@wsashow.com).

We look forward to seeing you at the show.

Sincerely,

ENKWSA February 2012 Operations Team