

THE 25 MOST ASKED QUESTIONS BY EXHIBITORS

Who Ya Gonna Call?

This booklet has been prepared as a service to you, the exhibitor. We know that direct, early contact with show management can be the key to your success as an exhibit manager. Never hesitate to ask the obvious question, or call to verify conflicting information. Keep in mind that each question answered in advance is one less problem to be solved on-site. The following individuals at Hall-Erickson are ready to assist you at any time...

Call 630-434-7779, Fax: 630-434-1216

- Contract/Company Changes; Invoicing/Payments;
Exhibitor Manual
Chrissy Petracek
Exhibits Manager, Ext. 7920
- Display Rules & Regulations
Kim Bohnsak
Project Coordinator, Ext. 7934
- Installation & Dismantle Schedules;
Exhibitor Appointed Contractors (I&D)
Penny McQuality
Exhibitor Coordinator, Ext. 7932
- Exhibitor Badges; VIP Buyer Passes
Peggy Hatfield
Registration Coordinator, Ext. 7907
- Booth Allocation; Booth Changes;
Additional Booth Space; 2008 Booth Space
Kevin Fields
Account Manager, Ext. 7906
Mendy Mayo
Account Executive, Ext. 7972
Matt Powell
Account Executive, Ext. 7964
- Exhibit Hall Badges
Attendee Registration,
www.motivationshow.com
- Advertising/Sponsorships
Jim Kilmetis, Selling Communications
914-591-7600 Ext. 229

1.

WHAT IS INCLUDED IN MY SPACE RENTAL?

Space rental includes a drape background 8' high along the back line with side rails 33" high and one (1) identification sign 7" x 44" showing your company name and booth number. Other services include:

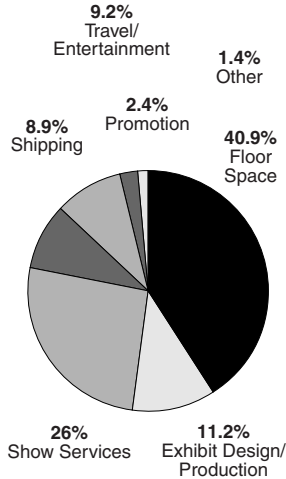
- On-line Exhibitor Manual with 20%–50% advance discounts for exhibit services.
- Merchandising and Promotion Materials including publicity tips, press lists, etc.
- Access to discounted airline and hotel rates.
- Access to registration data base (contracted exhibitors only) for pre-show and post-show follow-up.
- Complimentary advance credentials for your full-time exhibit personnel (4 per 100 Sq. Ft.).
- Complimentary listing in the "official" *Exhibit & Resource Directory* distributed at show time.
- Complimentary VIP exhibit hall passes and for your own pre-show promotions (while quantities last).
- Complimentary use of the overnight secured storage area.

Tables, furniture, carpeting, etc., can be obtained at an additional rental by contacting the appropriate Show contractor. Order forms are included in your on-line Exhibitor Manual.

2.

WHAT OTHER EXHIBIT AND PROMOTION COSTS WILL I HAVE?

How the Exhibit Dollar Is Spent



Annual Survey conducted by TSEA (September 2004.) Used with permission.

On average, your space rental represents about 25% of your total investment in a trade show. Other costs include personnel, advertising & promotion, entertainment, booth construction, shipping and exhibit support services. Your Exhibitor Manual and Merchandising & Promotion Information include budget worksheets for exhibit production and promotion that will help you determine the true cost of exhibit marketing at **The Motivation Show**.

3.

HOW MANY BUYERS ARE EXPECTED AT THIS SHOW?



- 92% Influence the purchase of incentive products and services requested information.
- 78% selected specific products/services for future purchases.

Source: 2000 Attendee Survey

The total number of buyers who registered both in advance of the 2006 Show and on-site was more than 10,000. Of course, not every buyer who registered in advance actually attended, so the number of attendees was slightly less.

When trying to determine the number of attendees interested in **your** product, use the buyer profile information provided in the Exhibitor Prospectus indicating the level of attendee interest in more than 40 broad merchandise and service categories. This will allow you to calculate an estimated number of prospects

for your company and help you in determining the amount of exhibit space required, number of booth staff, quantity of literature, etc.

4.

HOW CAN I ATTRACT BUYERS TO MY BOOTH?

You've reserved your booth space, you've shipped your materials. Now all you have to do is show up. Right? Not quite.

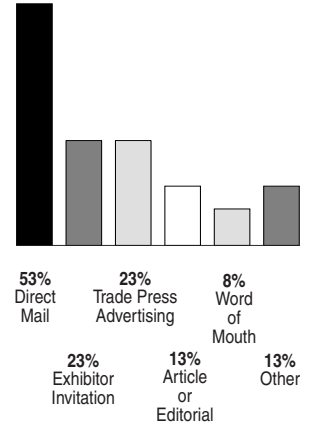
The Motivation Show will conduct an extensive attendance promotion program to bring qualified premium/incentive buyers to the Show, but it will be your responsibility to get them to your booth. This can only be accomplished through an effective program of pre-show promotion to your target audience.

Good pre-show promotions typically include an integrated program of direct mail, advertising, telemarketing and public relations. Each of these elements is discussed in greater detail in the Attendance Promotion Information provided to each exhibitor, along with an Exhibit Production Budget worksheet (found in your Exhibitor Manual), and order forms for the following promotion tools available exclusively to exhibitors:

- VIP Buyer Passes
- Directory Advertising
- Exhibitor Billboards
- Motivation Strategies Advertising
- Innovative Products Gallery Entry Form
- Advance Registration List Order Form
- Publicity and Press Release Questionnaire

Be sure to review the "Marketing Tips" and "Guide to the News Media" included in our web site www.motivation-show.com. Remember, your exhibit marketing program must begin long before the first attendee enters the Show. **The Trade Show Bureau reports that 76% of trade show attendees leave home already having decided which booths they want to visit.** Make sure you are on their "must visit" list...start planning today!

How Attendees Hear about Trade Shows



Source: Exhibit Surveys Inc.

5.

HOW CAN I INVITE QUALIFIED BUYERS TO MY BOOTH?

Most Effective Pre-Show Promotion Techniques

54%—Personal letter with product information and FREE exhibit pass.



42%—Personal fax announcing exhibit specifics.



37%—Phone call from a sales rep to schedule appointment.



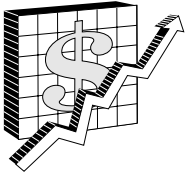
Source: Center for Exhibition Industry Research

Invite your best customers to attend the 2007 Motivation Show FREE. The Motivation Show will provide exhibitors with up to 2,500 V.I.P. Buyer Passes to boost traffic to their booths. These invitations can be used to invite current customers and new prospects to visit your exhibit and see your latest products and services. They'll appreciate your invitation since it will save them the \$20 advance or \$40 on-site registration fee.

The V.I.P. Buyer Passes fit into a standard #10 envelope and are designed to be customized by labeling or imprinting your company name and booth number. Contact Peggy Hatfield at 630-434-7779 x7907 for more information.

6.

WHAT ARE TYPICAL EXHIBITING GOALS FOR THIS SHOW?



Why Are We Going?

Who Are We Targeting?

How Many Will Be There?

What Will We Accomplish?

Exhibiting goals should complement your corporate marketing objectives. Since exhibiting is probably one of several marketing communication vehicles your company uses, the goals you set should help to accomplish your overall marketing plan.

Like most trade shows, the purpose of **The Motivation Show** is to stimulate sales within the premium/ incentive marketplace. However, **The Motivation Show** is considered more of a "contact" Show than an "order writing" Show, meaning that exhibitors use their participation to identify new prospective customers for future follow-up while also maintaining direct contact with their current customers. It is very unlikely that you will "close" a great deal of business on the Show floor. Rather, it will be necessary for you to collect good information on the

prospects you meet at the Show, and to have an effective system of sales lead follow-up in place.

Besides increasing sales and writing orders, other exhibiting goals can include:

- To provide customer service and handle complaints from current clients.
- To enhance your corporate image and maintain industry identity.
- To acquire new sales representatives and distributors.
- To perform market research on a new product or program.

Each one of these goals is an important aspect of your exhibit plan, and all are important to your organization. Before heading for the Show, be sure to determine the specific end results you want to achieve and then use the SMART formula to set measurable goals for your exhibit team. The key to successful exhibiting is knowing where you want to go and having a game plan to get there. Be specific!

SMART Goal Setting Formula

SPECIFIC

MEASURABLE

ATTAINABLE

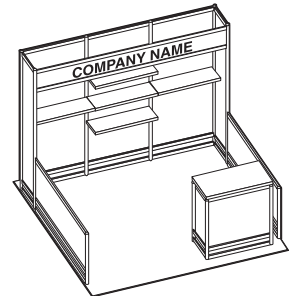
REALISTIC

TIME FRAMED

7.

HOW SHOULD I DESIGN AND ORGANIZE MY EXHIBIT?

The whole issue of how exhibits communicate with an attendee is a complex one. It involves many design elements including color, words, light, sound, marketing messages, and incentives—all in three dimensions and real time. It is a face-to-face experience that has impact far beyond the scope of print advertising or direct mail, and can create an image of your company with a prospective customer that is memorable for months, even years. No matter how large or small, the basic messages your exhibit must communicate clearly and quickly are (1.) who you are, (2.) what you do, and (3.) how you can help. When planning your exhibit design, ask yourself the following questions:



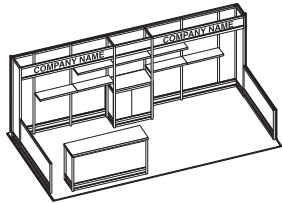
Devices to Support "The Message"

- Signage
 - Graphics
 - Product Displays
 - Sales Aids
 - Audio Visuals
 - Activity Centers
- What business are we in?
 - What is our corporate image? Do we want to change it?
 - What is our product position in this marketplace?
 - What are the key benefits in our product message?
 - What do we know about our target markets at this Show?
 - **What is the single focused message we want our exhibit to communicate?**

Once you have answered these questions and determined your message, there are a number of sources available to help you in designing and organizing your exhibit. We suggest you contact Exhibitor Magazine at 507-289-6556, www.exhibitoronline.com, or the Trade Show Exhibitors Association at 312-842-TSEA (8732) fax: 312-842-8744 for a list of display builders.

8.

ARE THERE ANY DISPLAY RULES I NEED TO BE AWARE OF?



Height?

Set Back?

Demonstrations?

Hanging Signs?

Yes. **The Motivation Show** has adopted Exhibit & Display Rules and Regulations that are endorsed by each of the major exposition industry associations (IEA, EDPA, IAEM, and ESCA). These display rules are outlined in detail in your Exhibitor Manual and must be adhered to on-site, or your display may have to go through costly alterations before the Show opens. These display rules are not meant to limit your ability to showcase your product, but rather to ensure each exhibi-

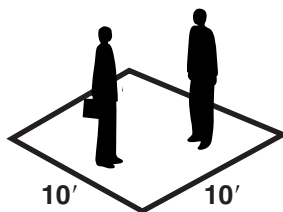
tor an equal opportunity, within reason, to present their product or service in the most effective manner to the audience. The exhibitor's responsibility can be summed up quite simply as "**Be A Good Neighbor.**"

Your agreement to abide by these display rules is a part of the space contract, (Section F) and they will be strictly enforced by our Floor Managers at Show time.

9.

WHO SHOULD STAFF MY BOOTH? HOW SHOULD THEY BE SCHEDULED?

Anyone who has ever had the misfortune of sending the wrong people to staff an exhibit knows the awful truth: your booth staff can make or break a Show. Selecting the right people can make your trade show effort a big success, but how do you pick the right team? There are six factors to consider when selecting the right team to work your exhibit: Personality, Attitude Toward Shows, Previous Performance, Product Knowledge, Sales Territory and Trade



50 Sq. ft. is needed for each sales person on duty.

Source: Exhibit Surveys Inc.

Show Experience. Exhibit selling is a high intensity, people-to-people activity, and successful candidates must like people. Effective booth staffers are knowledgeable, enthusiastic and easy to talk to. Evaluate your booth staff on these factors and build your "dream team" well in advance of the Show.

When preparing your exhibit staff schedule, remember that a hard working salesperson can be effective for about four hours a day. Even with a periodic refreshment break, the physical and mental strain of exhibit selling can take its toll. For the eight-hour selling day at **The Motivation Show**, try to work with two teams. Make sure they arrive at least 15 minutes early and stay 15 minutes late each day, and ask them to schedule appointments with current customers during slack hours or when they are not on booth duty. Meetings with current customers will be more effective during slower times, while the busy times can be saved for aggressive prospecting. Your Exhibitor Manual includes an exhibit staff schedule form for you to complete and distribute to your personnel before the Show.

Most Common Responses to "What I Like Most in Salespeople"

- Professionalism
- Good Listeners
- Not too Pushy
- Thorough Product Knowledge
- Enthusiasm
- Caring
- Right Product at Right Price

Source: Center for Exhibition Industry Research

10.

HOW CAN I TRAIN MY EXHIBIT STAFF?

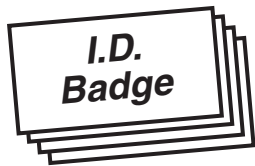
If you want to increase the effectiveness of your exhibit program, but have very limited financial resources, spend your money on training! This is arguably the most important aspect of any exhibit. Booth staffers must understand that trade shows are *not* sales calls. Selling at a Show is different and the biggest factor is time. Your staffers must understand the four skills required in Show selling—(1) Welcoming the visitor, (2) Qualifying the visitor, (3) Presenting your needs fulfillment solution and (4) Closing and commitment—and use them effectively in a matter of minutes. Making the commitment to train your staff is a monumental step towards increasing your return on investment. We suggest you contact Exhibitor Magazine at 507-289-6556, www.exhibitoronline.com, or the Trade Show Exhibitor's Association at 312-842-TSEA (8732) fax: 312-842-8744 for a list of professional exhibit trainers.

Elements of Qualifying a Show Visitor

AUTHORITY
CAPABILITY
TIME
IDENTIFY
OBSTACLES
NEED

11.

HOW DO I GET BADGES FOR MY EXHIBIT STAFF? IS THERE A CHARGE?



*4 per booth,
\$10⁰⁰ on-site*

Exhibitor Badges provide your personnel with:

- Access to the exhibit hall during the Installation and Dismantling Periods
- Early entry to the exhibit hall on Show Days
- Access to the All-Industry Reception
- Use of the downtown hotel shuttle bus service

Badges are non-transferable and no one under 18 will be admitted to the exhibit hall at any time, regardless of affiliation.

Exhibitor Badges for your full time personnel will be prepared and returned to you prior to Show time if you register your staff online by the deadline date. Each contracted exhibitor can request four (4) badges per 100 Sq. Ft. (10' x 10') of exhibit space occupied. Additional badges can be ordered in

12.

ARE THERE SPECIAL HOTEL RATES FOR EXHIBITORS?



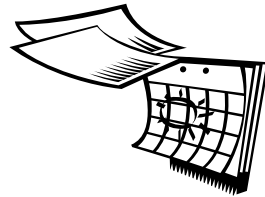
800-652-2780

Yes! To make your participation at **The Motivation Show** as cost-effective as possible, we have negotiated discounted housing rates for exhibitors. To reserve your rooms, call Ambassador's Services Group, Inc. at 800-652-2780. Don't delay... reservation deadline is August 24.

13.

WHEN CAN I SET UP MY EXHIBIT? WHEN MUST IT BE COMPLETED?

The installation period will begin at 12:30 PM on Friday, September 21. Exhibitors who have shipped their exhibit material to the advance receiving warehouse will find their materials already delivered to their booth space. Those shipping direct to McCormick Place should arrange to have their shipment delivered to McCormick Place as early as possible on Friday, (Marshalling Yard office opens at 6 AM, freight



delivery begins at 8 AM) to provide them with as much installation time as possible. The Exhibit Hall and Exhibitor Service Center will be open for installation each day from 8 AM–4:30 PM with the exception of Friday and Sunday, when the hall will open at 12:30 PM (Note: No exhibitor personnel will be readmitted to the exhibit floor after 4:30 PM during the installation period). **The installation of all exhibit fixtures and materials must be completed by 6:00 PM on Monday, September 24**, and all shipping crates, packing cases and cardboard boxes must be labeled for removal to storage in order to allow for the laying of aisle carpet and a final cleaning of the exhibit floor. Please remember that no exhibitor will be allowed to install their exhibit the night before the Show opens. Exhibitors are cautioned when making travel arrangements to allow sufficient time on Monday to complete their exhibit installation prior to 6:00 PM. The exhibit hall will then open to exhibit personnel at 7:30 AM on Tuesday to allow for a final booth cleaning or pre-show meeting before the 9 AM Show opening.

14.

DO I NEED TO USE UNION PERSONNEL TO INSTALL MY EXHIBIT FIXTURE IN MCCORMICK PLACE?

In most cases, yes! McCormick Place and the general service contractor have labor contracts with the local labor unions that obligate **The Motivation Show** (as lessee) to abide by specific work rules. These work rules are spelled out in the Exhibit Labor Section of your Exhibitor Manual. However, exhibitors themselves are responsible for a large portion of the installation process including (1) the installation of booths 300 square feet or less (display systems that do not require the use of power tools or a ladder), (2) the hanging of their own corporate logos, small pictures and graphics when these items are designed to be attached by



McCormick Place Unions

- Carpenters
- Decorators
- Electricians
- Teamsters
- Plumbers
- Riggers
- Phone Installers

and supervise for the entire installation process. You may find that experienced union laborers actually expedite your exhibit installation process, saving you time and money!

15.

HOW MUCH LITERATURE SHOULD I BRING?



Literature Must:

1. Tie Directly into Your Product or Booth Theme.
2. Reinforce your Message.
3. Be Given, Not Taken.
4. Be Saved for Qualified Attendees.

low-up program that allows you to quickly and efficiently fulfill any attendee requests for product or program information after the Show. You will find that most attendees will appreciate

pre-set velcro strips, permanently mounted hooks or snaps, and (3) the unpacking and placing of an exhibitor's own product in the booth. For questions on your specific labor needs, call the general service contractor customer service department at 800-475-2098 or FOCUS One at 312-791-6113.

If yes, how can we minimize that expense?

By being as productive as possible. In order to minimize the expense of union personnel, place your labor order in advance to ensure their availability when you are ready to begin your installation. Have good drawings or photos available of how your exhibit fixture should look, know when straight time (regular work hours) begin and end to avoid overtime surcharges, and be there to direct

receiving the material in their office immediately following the Show and not having to carry your literature home with them on the airplane.

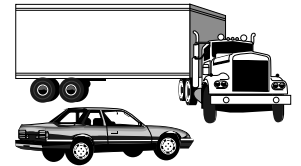
Can I distribute my literature in the Registration Area or at the Show entrance?

No. All sales activities (literature/invitation distribution) must be contained within your rented booth space. Besides the obvious traffic congestion this practice would create, it violates a basic tenet of Show Management—"To design and manage an exhibit floor that ensures each exhibitor an equal opportunity to market their product or service." Therefore, we cannot allow exhibitors to distribute material in any area of McCormick Place other than their rented booth space. This includes costumed attendants circulating through the Show floor with literature or signs directing attendees to a specific booth. If an exhibitor attempts this type of promotion, our Floor Managers will be forced to confiscate the literature being distributed and direct the individual(s) back to their booth space.

16.

HOW SHOULD I SHIP MY EXHIBIT MATERIALS—IN ADVANCE TO THE WAREHOUSE, OR DIRECT TO MCCORMICK PLACE?

Making the right transportation decisions for your exhibit materials will not only save you time and money, but also a lot of aggravation. Exhibit transportation can be fairly complex. Review each transportation option in terms of cost, time frame, and type of shipment, and choose the one that best fits your situation.



Types of Transportation

- Common Carrier/ Motor Freight
- Van Line
- Air Freight
- Private Vehicle

It is strongly recommended that exhibitors use the advance receiving warehouse, when possible, for their exhibit materials. Our drayage contractor will receive your materials and provide up to 30 days storage before delivering them to McCormick Place prior to the start of the exhibitor installation period. Although the advance receiving rates are approximately 25% more than the direct shipping rates due to the additional handling, shipping your materials in advance is a good investment for the following reasons:

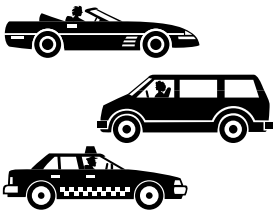
- You can verify receipt of your materials in Chicago well in advance of the Show, without worrying about lost or misdirected shipments.
- You won't have to deal with stand-by charges from your motor freight carrier while your direct shipment waits in line to be unloaded at McCormick Place.

- You can be assured that your materials will be in your booth space when you, (or your set-up crew) arrive to begin the installation process.

If you choose to ship direct, be sure to forward a copy of your Bill-of-Lading to the drayage contractor to aid in tracing your shipment.

17.

CAN I DELIVER MY EXHIBIT MATERIALS TO MCCORMICK PLACE MYSELF?



Yes. But you must follow the delivery instructions for truck shipments or private vehicles. Every vehicle delivering Show freight and materials must first check-in at the McCormick Place Truck Marshalling Yard, located at 31st Street and Lake Shore

Drive South. Be sure you have a Bill-of-Lading indicating exhibitor name, booth number, number of pieces, weight and type of merchandise. You will be directed to the appropriate dock for unloading.

Please remember that there are literally hundreds of freight deliveries on Friday, Saturday and Sunday of the Installation period. Get to McCormick Place early in the morning and allow yourself plenty of time for unloading and delivery to your booth. For questions, call the drayage contractor at 866-437-6733.

Can I carry my exhibit materials into McCormick Place to my booth?

Yes. Exhibitor personnel are encouraged to carry small packages and cartons from the parking lot that can be easily handled by one person without the use of a hand truck or luggage cart. However, if your materials are large enough to require a hand truck or “dolly,” you must follow the shipping instructions previously outlined for private vehicles. Please remember that the parking lots for McCormick Place are approximately a four block walk to the exhibit hall.

18.

WHAT IS DRAYAGE AND CWT?

Drayage is the charge for moving your exhibit materials from the dock to your booth; removing, storing and returning your crates; then moving your materials back again. It is calculated on a CWT basis (per hundred weight, or fraction thereof) per shipment, and varies depending on the type of shipment, the amount of handling and the time of day. Why does it cost as much to move your crates into McCormick Place as it does to ship them to Chicago? Because of the operating costs the drayage contractor must absorb involving trailers, forklifts, dollies, dock plates and rigging equipment; the labor costs (mostly overtime) involving teamsters and crate handlers, stewards and traffic foreman, and the workman’s



compensation and insurance costs that go with this massive amount of labor; as well as the facility costs of maintaining an advance receiving warehouse along with the marshalling yard rental fees. All of these costs contribute to the drayage rate, but what is most important is minimizing the drayage charge for your shipment. Following are some money saving tips:

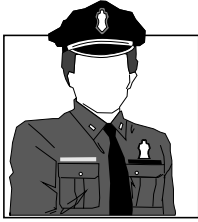
- Consolidate shipments of several small boxes into one large shipment to avoid several “minimum” handling charges.
- If shipping direct, request that your driver check-in at the Marshalling Yard as early in the day as possible to avoid any overtime unloading surcharges.
- Consider building crates for your materials to avoid any special handling surcharges from the drayage contractor for uncrated or wrapped shipments, while saving 10%–50% on shipping rates with a common carrier.

Types of Shipments

- Crated or Skidded Cubic Shipments
- Uncrated, Unskidded or Wrapped Shipments
- Crated or Skidded Floor Load Shipments
- Non-Standard Vehicles/Special Handling Shipments

19.

IS THERE SECURITY PROVIDED FOR MY BOOTH?



Security Is the Exhibitor's Responsibility!

24-hour perimeter security and access to a secured storage area are provided to you by Show Management as part of your space rental fee. This level of security is intended to control the access of people and material to and from the exhibit hall in a safe and organized manner. It is **not** intended as individual security for your booth and materials. Please remember that Exposition Centers are public

buildings to which hundreds of individuals have access...let alone the number of individuals involved in the shipping of your materials to and from the Show. Therefore, it is critical that each exhibitor work closely with Show Management in making every effort to safeguard his investment in the exposition. Be security conscious at all times during your stay in McCormick Place. Do not leave items of value in your booth overnight during the installation period or Show days without taking security precautions, (review the Security Guidelines Section of your Exhibitor Manual). **Remember, the security of your product is your responsibility...** don't take chances!

20.

SHOULD I INSURE MY EXHIBIT MATERIALS?

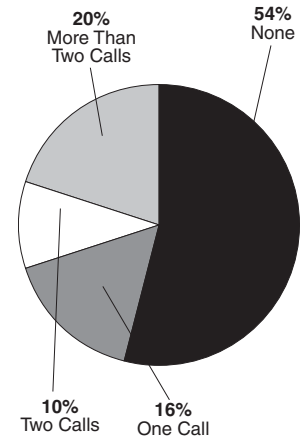
Yes! Exhibitors are strongly encouraged to insure their materials from the time they leave their office until they return. You can usually obtain a "rider" to your existing company policy providing all-risk coverage for your materials. Please remember that the drayage contractor cannot be held responsible for the disappearance of an exhibitor's materials after delivery to the booth, or before the materials are picked up for loading out after the Show. **The Motivation Show** provides a secured storage area for exhibitors who wish to ship their "sensitive" merchandise to a holding area prior to the exhibitor's arrival at McCormick Place (Note: Merchandise only—exhibit fixtures will not be accepted). This merchandise can then be picked up by the exhibitor and delivered to the booth when appropriate. Be sure to review the Security Guidelines Section of your Exhibitor Manual and take the necessary precautions. And remember, it is the responsibility of the exhibitor to insure his property. **The Motivation Show, Hall-Erickson, Inc., their agents, McCormick Place and their respective agents will not be responsible in any way against theft, fire or accident (Section R of the space contract).**

21.

DOES THE SHOW OFFER A LEAD FOLLOW-UP SYSTEM FOR EXHIBITORS?

The Motivation Show provides exhibitors with state-of-the-art registration technology for the quick, easy and reliable collection of trade show leads. Our registration contractor, CSI, is offering to exhibitors its CompuLEAD data recorders, for the collection of vital buyer registration data. You will receive complete information and ordering guidelines by mail, or call CSI at 708-786-5565. But collecting the data is only the first step in an effective lead follow-up system. Exhibitors are encouraged to have a post-show program in place *before* they leave for the Show so that leads can be acted upon immediately following (or

Field Sales Calls Needed to Close a Trade Show Lead



even during) the Show. Be sure to fill literature and sample requests within two weeks. A University of Massachusetts Center for Marketing Communications found that over 40% of prospective buyers received the requested material only *after* they had made a buying decision. Almost 20% never received a thing. Don't waste this sales opportunity. With the proper follow-up plan, **The Motivation Show** can generate enough leads to keep a sales team busy with qualified prospects for months.

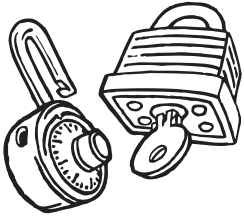
22.

WHEN CAN I BEGIN DISMANTLING MY BOOTH? WHEN MUST IT BE COMPLETED?

The dismantling period will begin promptly at 2 PM on Thursday, September 27. Exhibitors are reminded that no company will be allowed to dismantle prior to this time. Any exhibitor violating this Show regulation will forfeit his seniority and position in the space assignment procedure for 2008. At 2 PM, the aisle carpet will be removed to allow for the return of cartons and crates which will begin at 3 PM. We expect it to be a minimum of four hours (7 PM) before all cartons and crates have been returned. Exhibitors are cautioned when making return travel arrangements to allow sufficient time following the close of the Show. **All displays must be dismantled, packed and ready for shipment by 12 Noon Friday, September 28.** Your Outbound Material Handling Form must be turned into the "Material Handling" desk in the Service Center no later than 12 Noon, Friday.

23.

IS MY EXHIBIT MATERIAL SAFE ONCE I TURN IN MY OUTBOUND MATERIAL HANDLING FORM?



No! Turning in your Outbound Material Handling Form does *not* transfer care, custody and control of your exhibit materials to the Drayage Contractor. It simply notifies them that your shipment is ready for loading out and provides any directions you

may have on the use of a specific carrier. We strongly recommend that you pack all sensitive products immediately following the close of the Show on Thursday and remove them from McCormick Place, or place them in the Secured Storage Area until they are picked up for return shipment. Simply indicate on your Outbound Material Handling Form the description and number of pieces you have checked into the Secured Storage Area and attach the claim check. The Drayage Contractor will pick up your materials from there when your entire shipment is ready for loading out. Remember, the drayage contractor cannot assume responsibility for any material left unattended in your booth during the dismantling process.

24.

HOW SHOULD I EVALUATE MY SHOW PARTICIPATION



Start with a review of your exhibiting goals (Question 5) and analyze how successful you were in reaching the specific (measurable) targets you set. Invest time with your booth staff *immediately* following the

Show and record their observations and recommendations. It will pay enormous dividends later. Ask the following questions:

- What could we do differently to improve our performance next time we exhibit?
- What areas need more preparation?
- How effective was our exhibit in terms of layout, location, traffic flow, and demonstrations?
- How effective was the booth staff, the schedule, the training, the pre-show meeting?
- Which products attracted the most attention? The least attention?
- What response did we get to our pre-show promotion? How can we improve future promotions?

- How many leads did we collect? How qualified were they? Who is following up and how?
- Which of our competitors also exhibited? What was their key message or theme?
- Should we exhibit at this Show again?

The answers to these and other questions should help you determine the success of your exhibit program.

25.

CAN I RESERVE MY '08 EXHIBIT SPACE BEFORE LEAVING THIS YEAR'S SHOW?

Space contracts for the 2008 Show, September 23–25, are available in the Exhibit Sales Office at McCormick Place (check the Welcome Bulletin for location). Exhibitors are encouraged to complete a contract before leaving this year's Show to ensure their position in the initial space assignment procedure. You may reserve a specific amount of exhibit space and configuration, but not a specific booth location. Space assignments are made on strict priority points/receipt of application basis. Booth assignments will be confirmed following the initial space assignment procedure. For questions regarding a change in booth size, configuration or location in 2008, please contact an account manager in the Exhibit Sales Office at McCormick Place or call Hall-Erickson, Inc. at 630-434-7779 and speak with Kevin Fields (ext. 7906), Mendy Mayo (ext. 7972), or Matt Powell (ext. 7964).



In Conclusion

We hope you have found this booklet helpful in preparing your exhibit program at **The Motivation Show**. If there are important areas we did not cover, or specific questions you would like to see addressed in greater detail, let us know. Your input is vital in helping us to produce an event that is efficient, productive and *profitable*.

Thank you for your participation and support.



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