



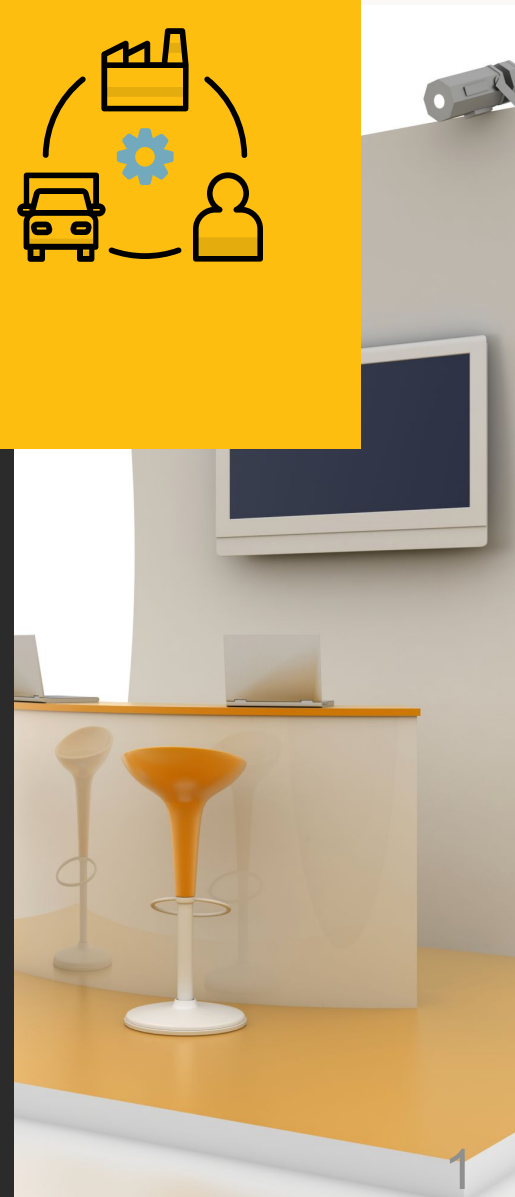
Ortiz & Co.
EVENT PLANNING · EXPO · PRODUCTION

EXHIBITOR BASICS



YOUR "REMINDER" GUIDE TO

- Pre-Event
- Move-In
- Move-Out



PRE-EVENT BASICS



Start formulating a plan for the event well in advance, allowing ample time for full creative opportunity and the addressing of any issues that may arise.

Ensure all deadlines and rules & regulations listed in the event's kit are met and followed throughout the course of the event. Please refer to the "Deadlines" page of your kit for important information.

Take time to confirm that your decided fiscal commitment for the event accounts for everything regarding your company's plans including:

- Registration
- Booth design and items needed to decorate your space (furniture, graphics)
- Marketing materials, including SWAG
- Additional sponsorship opportunities have been purchased and designed
- Travel such as hotel accommodations and ground transfers
- Place an order through the service manual for any show services needed (labor, cleaning, electricity, AV)
- Freight and material handling
- Lead retrieval system

Place applicable orders such as booth & custom furniture, graphics, labor, etc. via our online shop at the following website www.shop.ortizandco.com

Confirm all shipping information, both inbound by utilizing the labels provided within the exhibitor's kit and outbound via your preferred carrier. If choosing Ortiz & Co. as your carrier, please connect with the events team for more information at events@ortizandco.com

MOVE-IN BASICS



The very first step to an efficient and smooth move-in is to [READ THE EXHIBITOR MANUAL](#) prior to arriving onsite to ensure that all items for your booth, including outbound shipping, have been scheduled to ensure the costs meet your projected budget.

Ensure the correct shipments have been delivered to your booth; including any furniture rented for the event. Should any equipment be missing or nonfunctioning please inquire at our onsite service desk for assistance. **In the event your item and shipments are not at your booth, please provide carrier info and tracking number(s) so that we can better locate your items.**

Provide special instructions for your electrical and AV requirements. Including a rendering to ensure that all your electrical and AV needs are placed correctly.

Doublecheck that everything required for your booth is removed from your shipping containers, and that empty labels are affixed to each one before they are taken back to the warehouse for the duration of the event.

NOTE: You will not have access to these containers until after the event ends.

Take all personal/valuable items with you at the end of each day to ensure their safety while the event is not in session. Please know that Ortiz & Co. is not responsible for any missing items while booth is unattended.

MOVE-OUT BASICS



Account for any items (information, materials) accrued during the course of the event, as well as any equipment/materials you brought onto show site

Confirm your outbound shipping arrangements with either your preferred carrier or TFORCE (our contracted carrier), as well as return a completed Bill of Lading to our onsite service desk

NOTE: A COMPLETED B.O.L. MUST BE RETURNED TO THE SERVICE DESK TO ENSURE THAT YOUR FREIGHT IS SECURED AND SHIPPED IN A TIMELY MANNER.

As you pack your booth materials into their appropriate shipping containers ensure that each one has shipping labels affixed in at least three places, visit our onsite service desk should you need extras

Return home and prepare for next year! Take into account any experience gained, and fold it into the planning process for the next event, everything can be optimized.

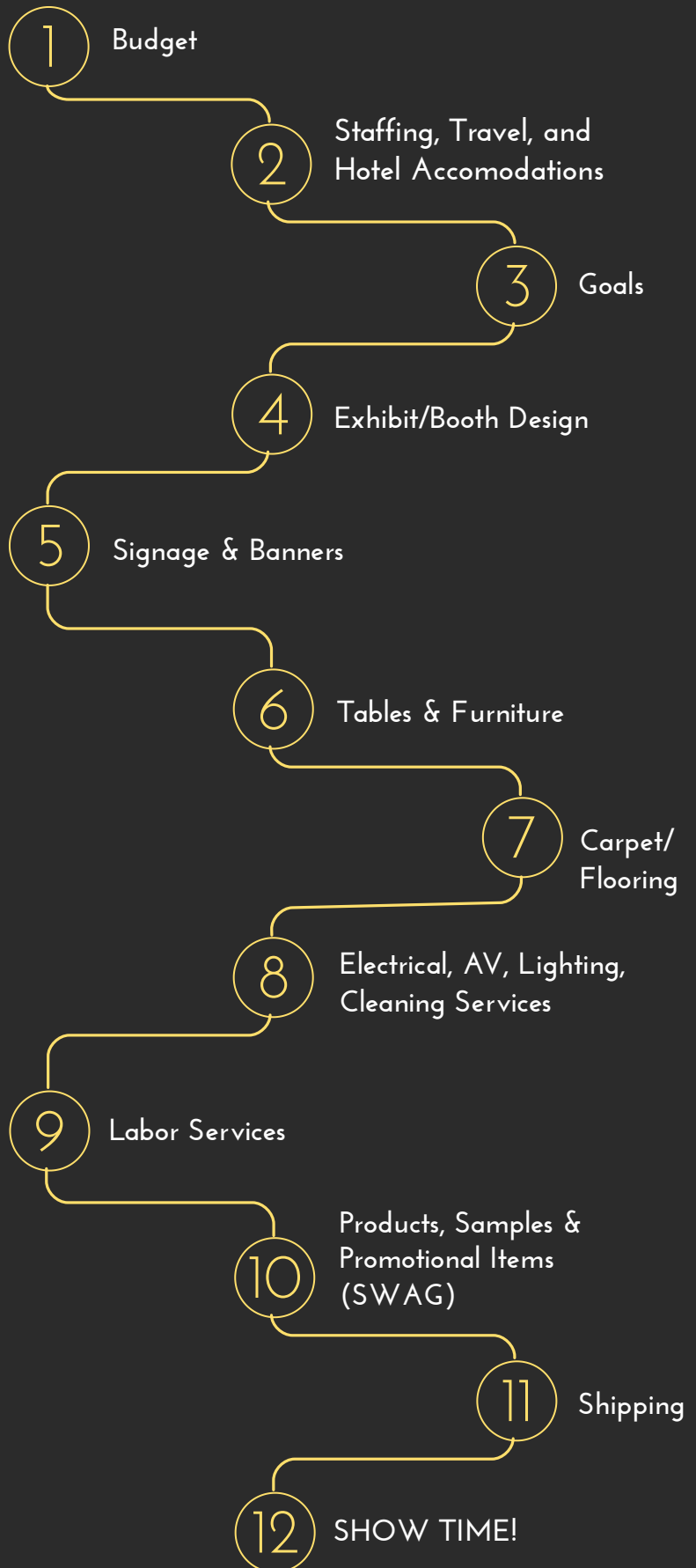


Contact our events team for any questions at:

events@ortizandco.com
407-502-6020



Steps and Timeframe



Enjoy the Show!