

2025 Sweets and Snacks Expo: Demystifying Show Services

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Exhibitor Education Manager, Customer Experience

February 04, 2025

Freeman¹





Agenda

- 01 Accessing Your Online Resources
- 02 Show Services Overview
- 03 Shipping and Material Handling
- 04 Show Schedule
- 05 On-site Tips

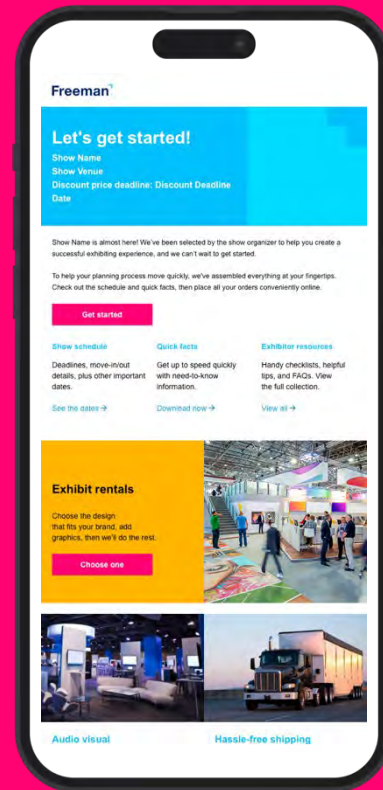
Pre-Show Planning Timeline

Begin 45+ days from the first
move-in date

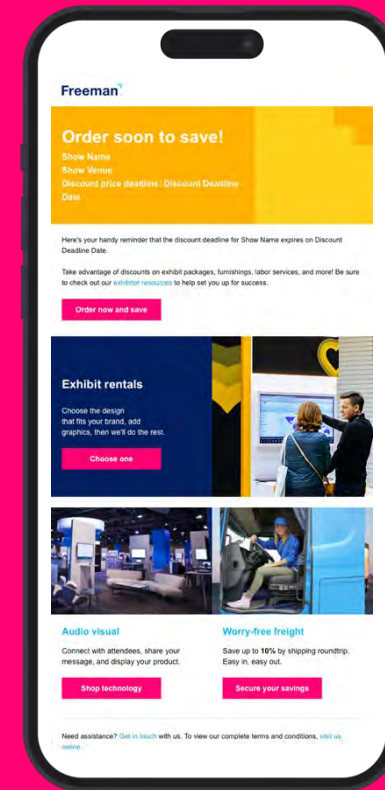


Suggested start no later than
April 04, 2025

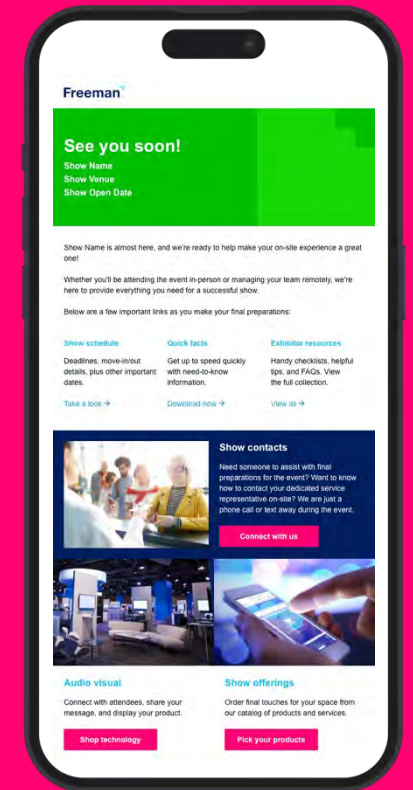
Exhibitor Pre-Show Campaign



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



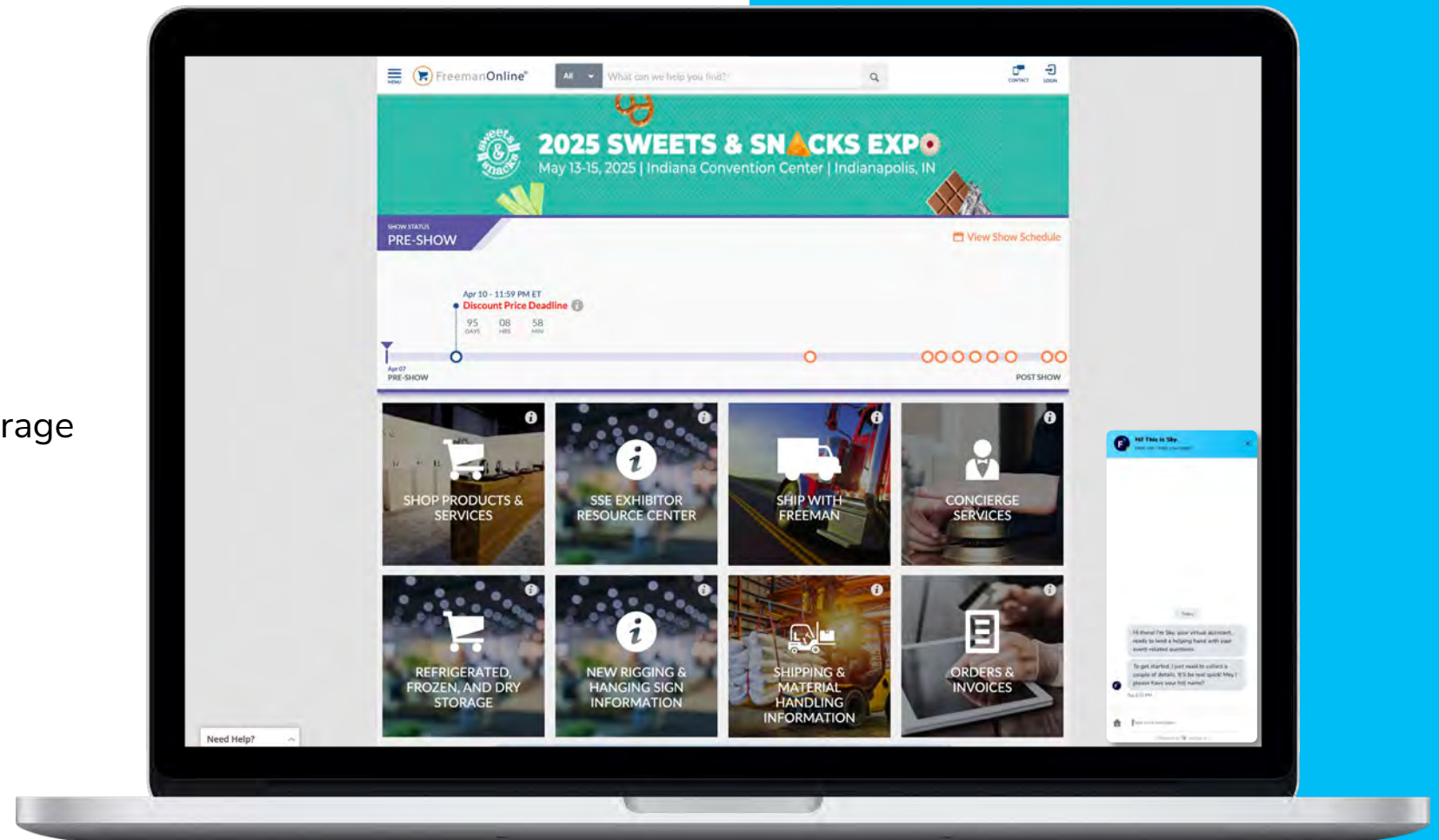
Email 2: Order Soon to Save
One week before discount
deadline



Email 3: See You Soon
One week before show open

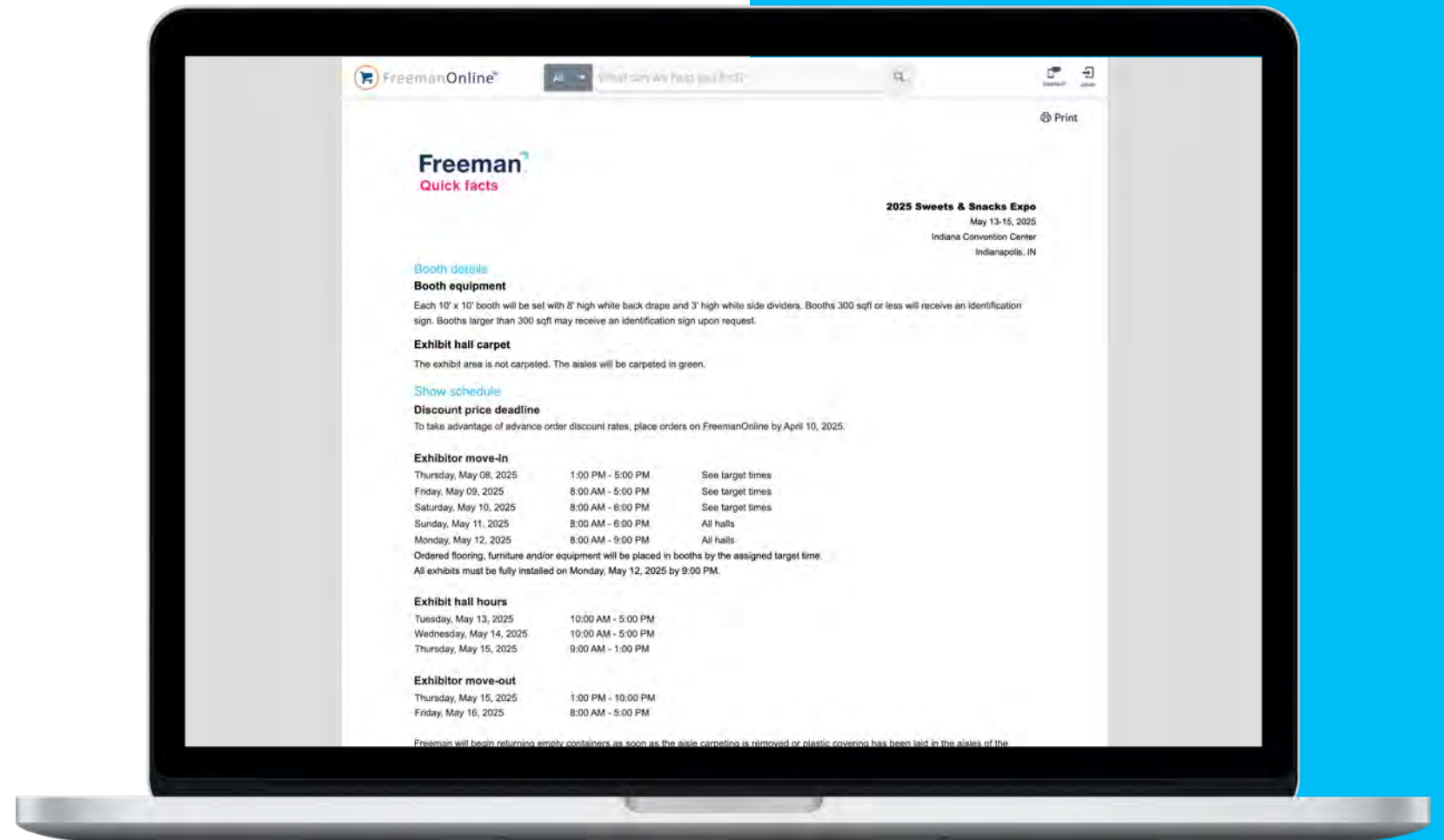
FreemanOnline® Show Home Page

- Show Schedule and Contacts
- What's Included In Your Booth
- Shop Products and Services
- SSE Exhibitor Resource Center
- Ship with Freeman
- Refrigerated, Frozen and Dry Storage
- Shipping & Material Handling Information
- Exhibitor Education
- New! Sky Virtual Assistant



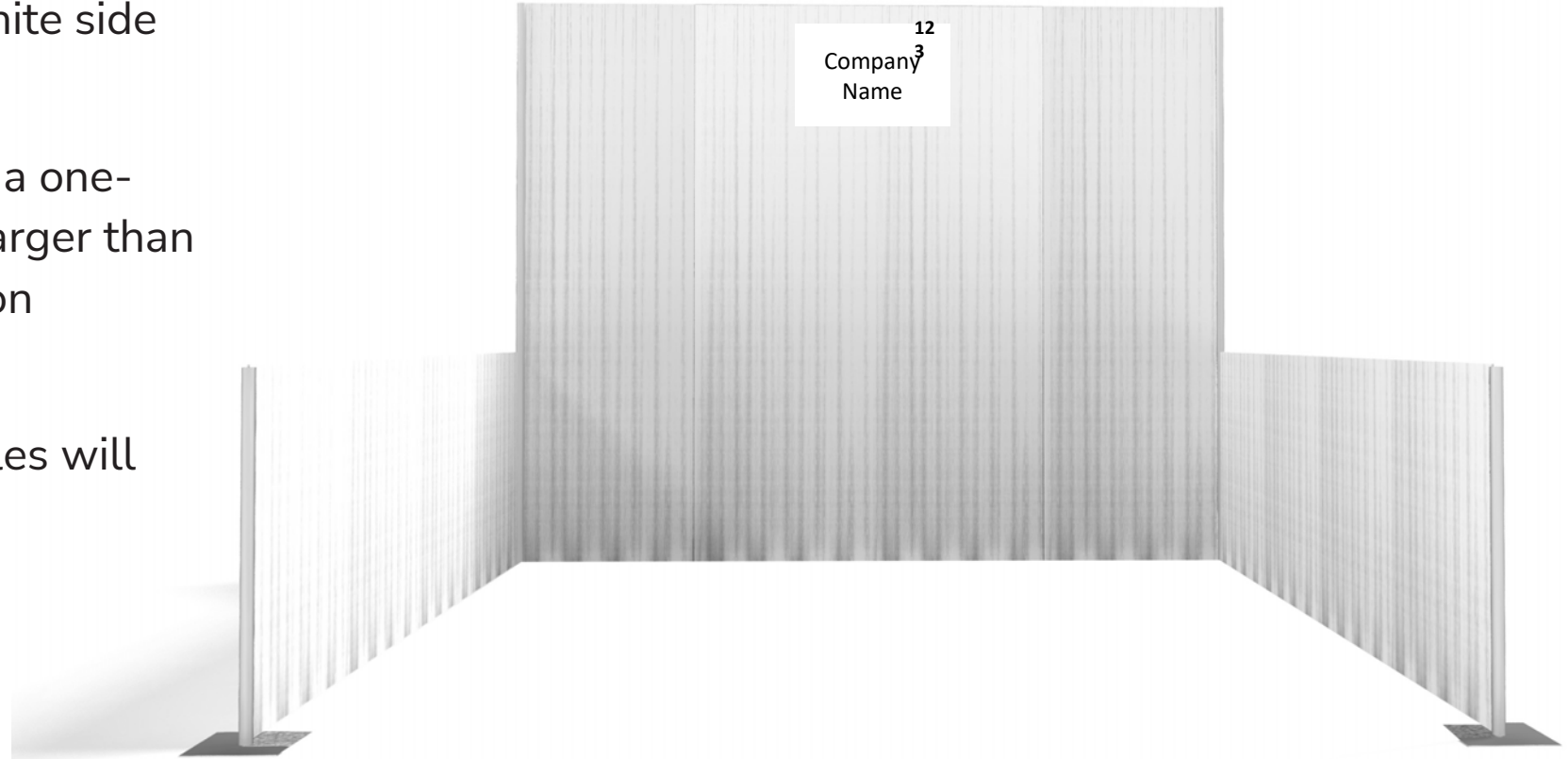
Printing and Saving Online Information

- 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

- Each 10' x 10' booth set with 8' high white back drape and 3' high white side dividers
- Booths 300 sq ft or less receive a one-line identification sign. Booths larger than 300 sq ft may receive a sign upon request.
- Exhibit area is not carpeted. Aisles will be carpeted in green.



Sweets & Snacks Booth Package

Option 1:

- (1) 6'L x 30"H draped table
- (2) Limerick chairs
- (1) 10'x10' carpet
- (1) corrugated wastebasket

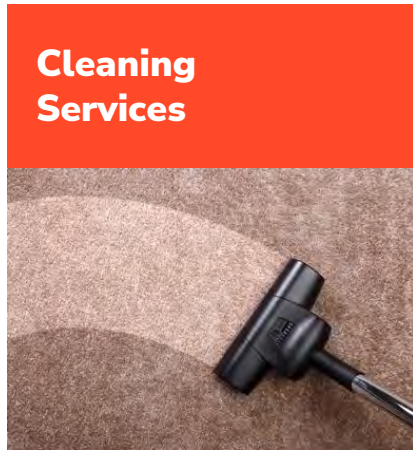
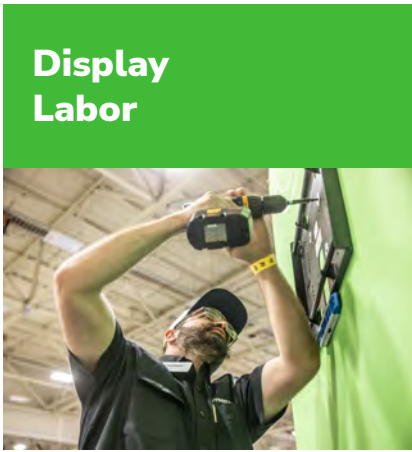
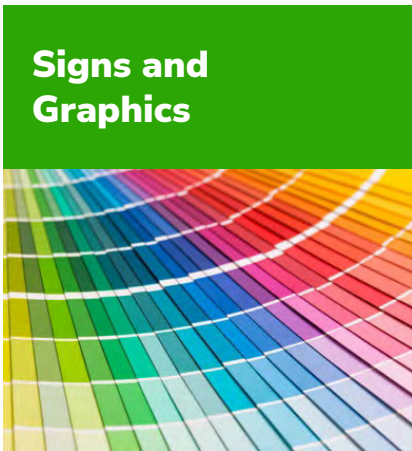
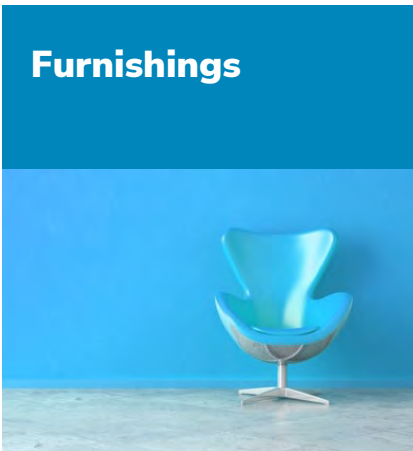
Option 2:

- (1) 6' draped table
- (2) Limerick chairs
- (1) 10'x10' carpet
- (1) wastebasket
- 200 lbs material handling (does not include after deadline surcharge)



Option 2 shown

Freeman: Sweets & Snacks Official Services Contractor



Order Freeman Services Early

Take advantage of advance order discount rates



Discount deadline date
April 10, 2025



Flooring

Exhibit area not automatically carpeted. Show management requires all exhibitors provide flooring for their booth.



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

Exhibit Rental Solutions

Online Exhibit Bundles



Online Exhibit Packages



Modular Exhibit Collection



Custom Exhibits and Fabrication



Labor Services



Indianapolis Labor Jurisdictions

Full-time employees of exhibiting companies may:

- set-up and/or tear-down their own booth materials
- perform maintenance on their own equipment after initial set-up
- open boxes, stock shelves, distribute and set product, set-up product and literature
- hand carry their own materials into the exhibit facility

The use or rental of dollies, flat trucks, pallet jacks or other mechanical equipment is not permitted



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



Hanging Signs and Overhead Rigging



Hanging Signs and Overhead Rigging

Ordering tips

- Check exhibit hall rules and guidelines
- Rate is per crew/per hour
- Start time guaranteed only at the start of each working day; One hour min and ½ hour increments thereafter
- Exhibitors must submit a signed Structural Integrity form; include set-up instructions with the order form and with sign crates
- **Important note:** Arrange for shipping to the advance warehouse, use the hanging sign shipping label



Hanging Signs and Overhead Rigging Reminders

- **Do not** order motor power from ICC. If motor power is required for your booth, Freeman will include the cost on your estimate, and it will automatically be ordered once the Rigging Services estimate is signed.
- Beam-hung LED PAR lights are available to order. Coordinate with your Rigging Services PM, provide a booth diagram, and specify lighting needs to place your order.



Cleaning Services

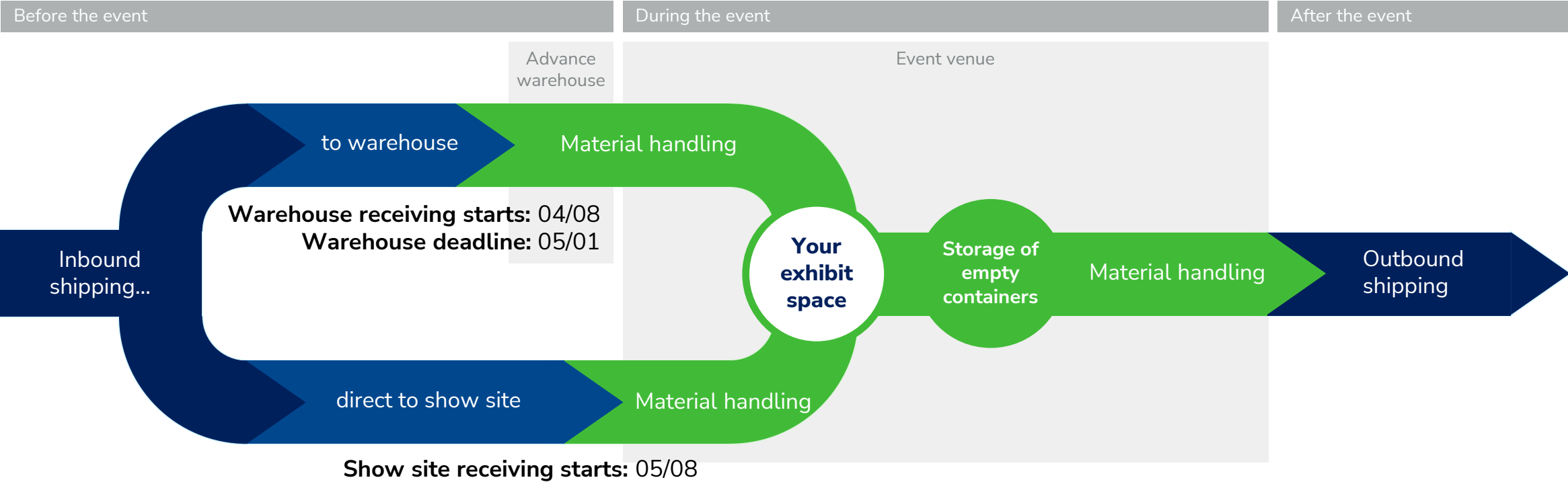
Booths are not cleaned prior to the first show day. Order cleaning services as needed.



Material Handling Services



Shipping and Material Handling Overview



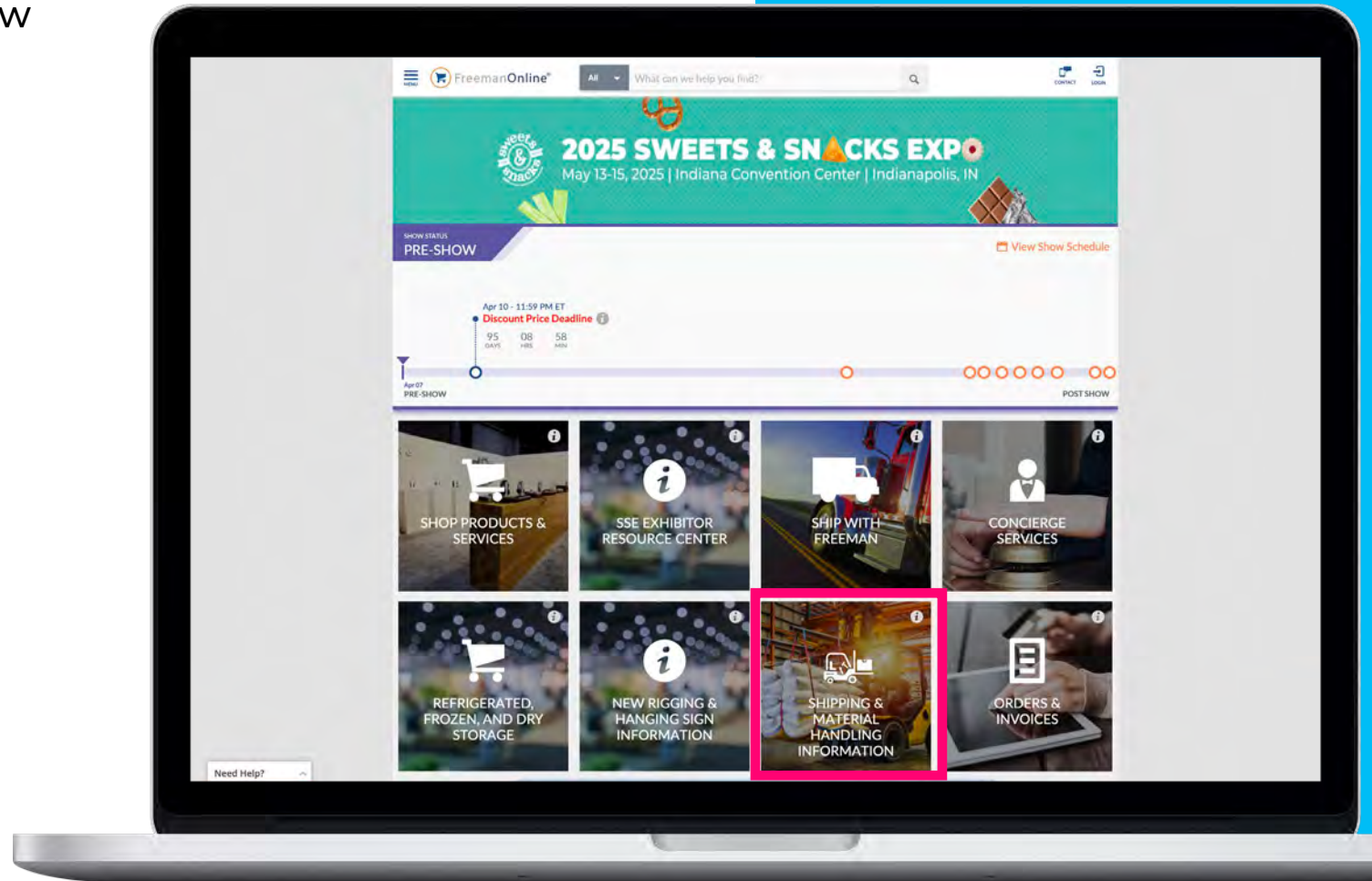
Material Handling Price Per Pound

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!

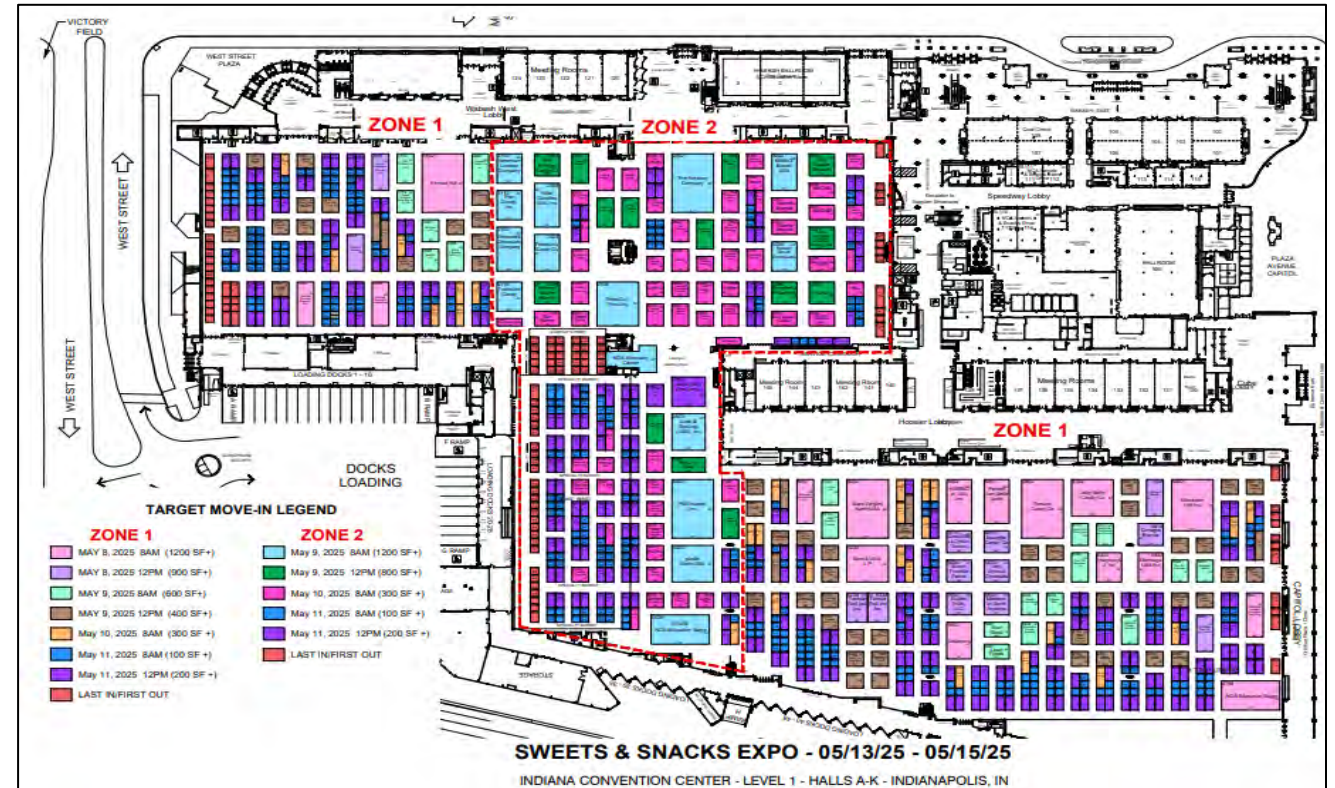
Shipping and Material Handling Information

- Shipping and material handling overview
- Material handling rates
- Warehouse and show site labels
 - Advance warehouse
 - Hanging sign
 - Dry storage
 - Frozen and refrigerated storage
 - **New:** Hold for Saturday delivery
- Marshalling yard information
- Empty storage details
- Outbound information



Assigned Target Dates and Times

- Assigned target dates and times are available on FreemanOnline®; floor plan also available
- Advance warehouse shipments will be delivered to booths by target times
- Show site deliveries will start being processed when target times begin. However, carriers may check in prior to target times.





The Marshalling Yard

- 602 W. Ray St. Indianapolis, IN 46225
- 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, Freeman has a full-size certified scale available at the yard.

POV Cart Service

- POVs are defined as cars, pick-up trucks, vans, and other trucks designed for passenger use, not cargo or freight
- Workers equipped with a flat cart will assist exhibitors with unloading. Each cart will handle a load approximately 3' wide x 4' long x 3' high. Freight must not exceed 300 lbs.
- This service is available at a round-trip rate of \$298.25 per trip
- Cart service includes storage of empty cardboard/product boxes at no additional charge





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.

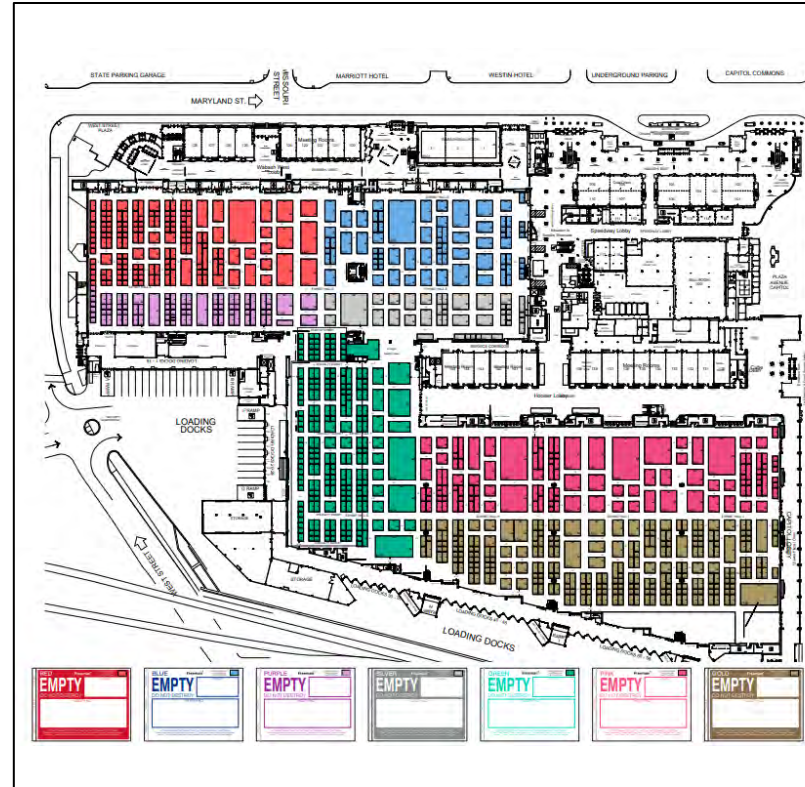
Priority Empty Return Labels

- 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®**



Empty Return Schedule

- Empty return labels correspond with your booth; be sure to use the correct color
- Labels can be picked up at the Freeman Service Desk
- Empty return schedule and additional information available on FreemanOnline



Freeman material handling

- Once the container is completely empty, place a label on each container individually.
- Please use the empty label color that corresponds with your booth.
- Labeled empty containers will be picked up and stored in non-accessible storage during the event.
- At the close of the event, the empty containers will be scheduled to be returned to your booth.

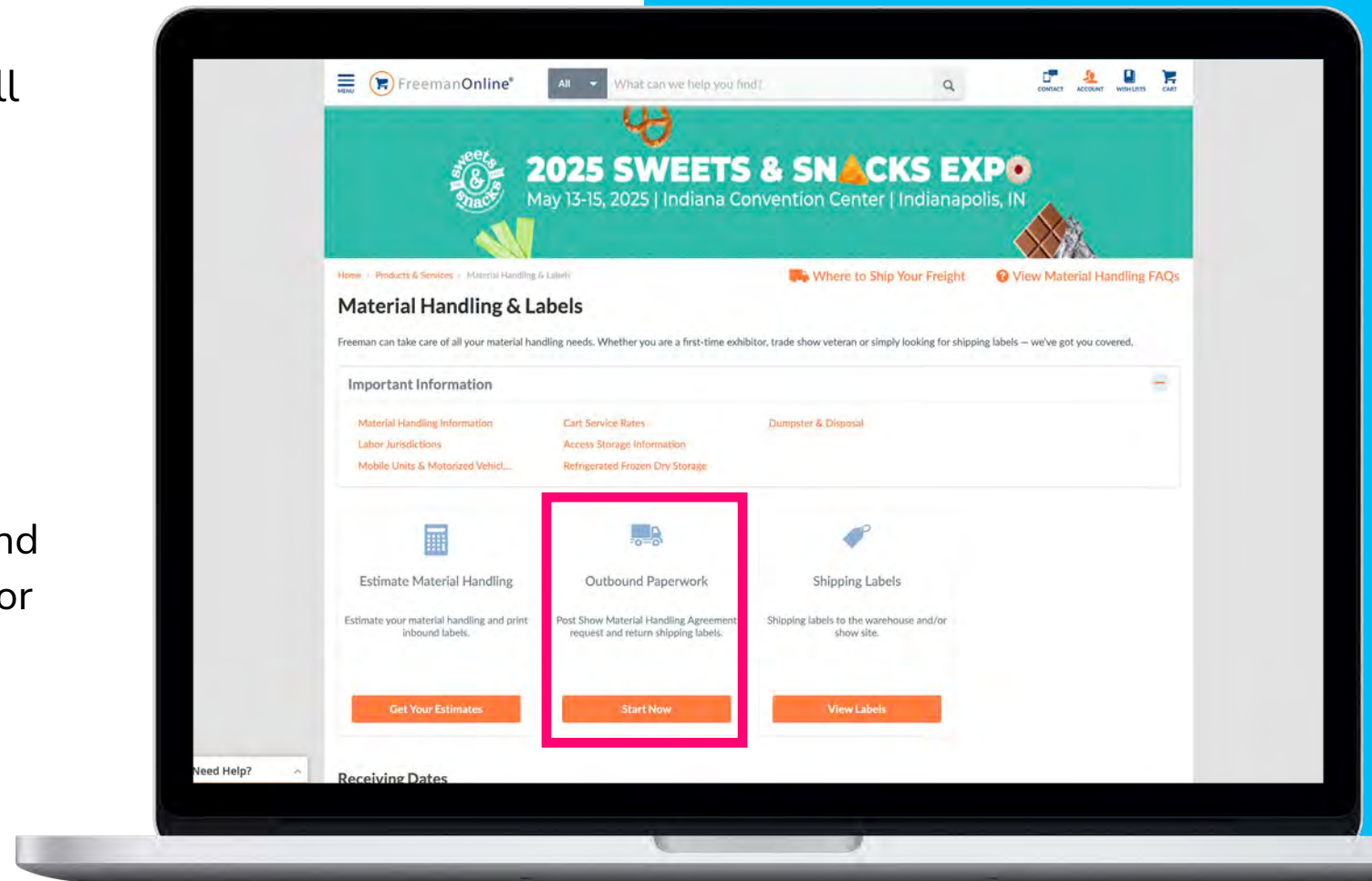
In a hurry?
Ask about Priority Empty Return.

Empty return schedule

Show closes	1pm
Priority returns	2:30pm – 4pm
Aisle carpet	1pm – 2:30pm
Cardboard cartons and plastic/fiber cases	4pm – 5:30pm
● RED & BLUE	5:30pm – 7:30pm
● GREEN	5:30pm – 7:30pm
● PINK	5:30pm – 7:30pm
● PURPLE & SILVER	7:30pm – 9:30pm
● GOLD	7:30pm – 9:30pm

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

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: _____

TRAILER NO. _____ START TIME: _____

FINISH TIME: _____

EXHIBITOR: FREEMAN CHICAGO

CARRIER: _____

SIGNATURE: _____ PRINT NAME: _____

DRIVER SIGNATURE: _____ DRIVER PRINT NAME: _____

EMERGENCY PHONE: _____

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



Sweets & Snacks Specialty Contractors

Audio Visual:
Datisis
Corporation

Cable TV:
Indiana
Convention
Center

Electrical:
Indiana
Convention
Center

Facility:
Indiana
Convention
Center

**Food &
Beverage:**
Sodexo Live!

Internet:
Smart City
Networks

Plumbing:
Indiana
Convention
Center

Telephone:
Indiana
Convention
Center

Important Show Site Information



Move-in begins for targeted exhibitors
Thursday, May 08, 2025

Important Show Dates and Times

Exhibitor Move-In

Thursday, May 08	1pm – 5pm	See target times
Friday, May 09	8am – 5pm	See target times
Saturday, May 10	8am – 6pm	See target times
Sunday, May 11	8am – 6pm	All halls
Monday, May 12	8am– 9pm	All halls

Exhibit Hall Hours

Tuesday, May 13	10am – 5pm
Wednesday, May 14	10am – 5pm
Thursday, May 15	9am – 1pm

Exhibitor Move-Out

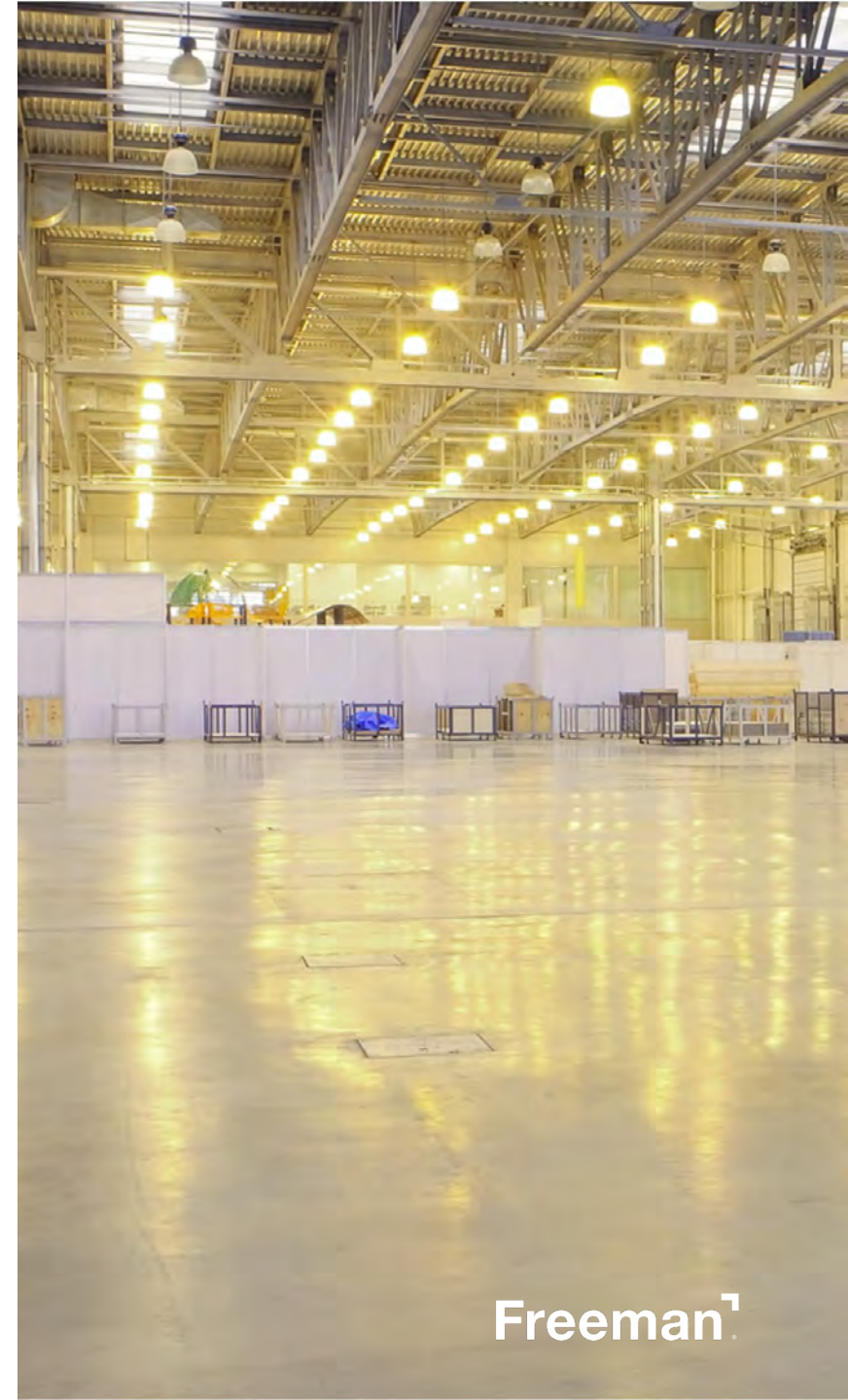
Thursday, May 15	1pm – 10pm	
Friday, May 16	8am – 5pm	Carrier check-in: 1pm, Exhibit clear: 5pm



Clean Floor Policy

Excessive trash and booth abandonment reminders

- All materials must be removed from the booth; leftover items will be treated as trash
- Excessive trash; including display materials, flooring, crates, or pallets left in the booth space, will be disposed of and result in both a **handling fee** and a **disposal fee** during move-out



On-site Exhibitor Services

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



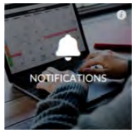
Look for a “contact us” flyer left in your exhibit space

FreemanOnline® Self-Service Features

FreemanOnline® provides self-service functionality as well!



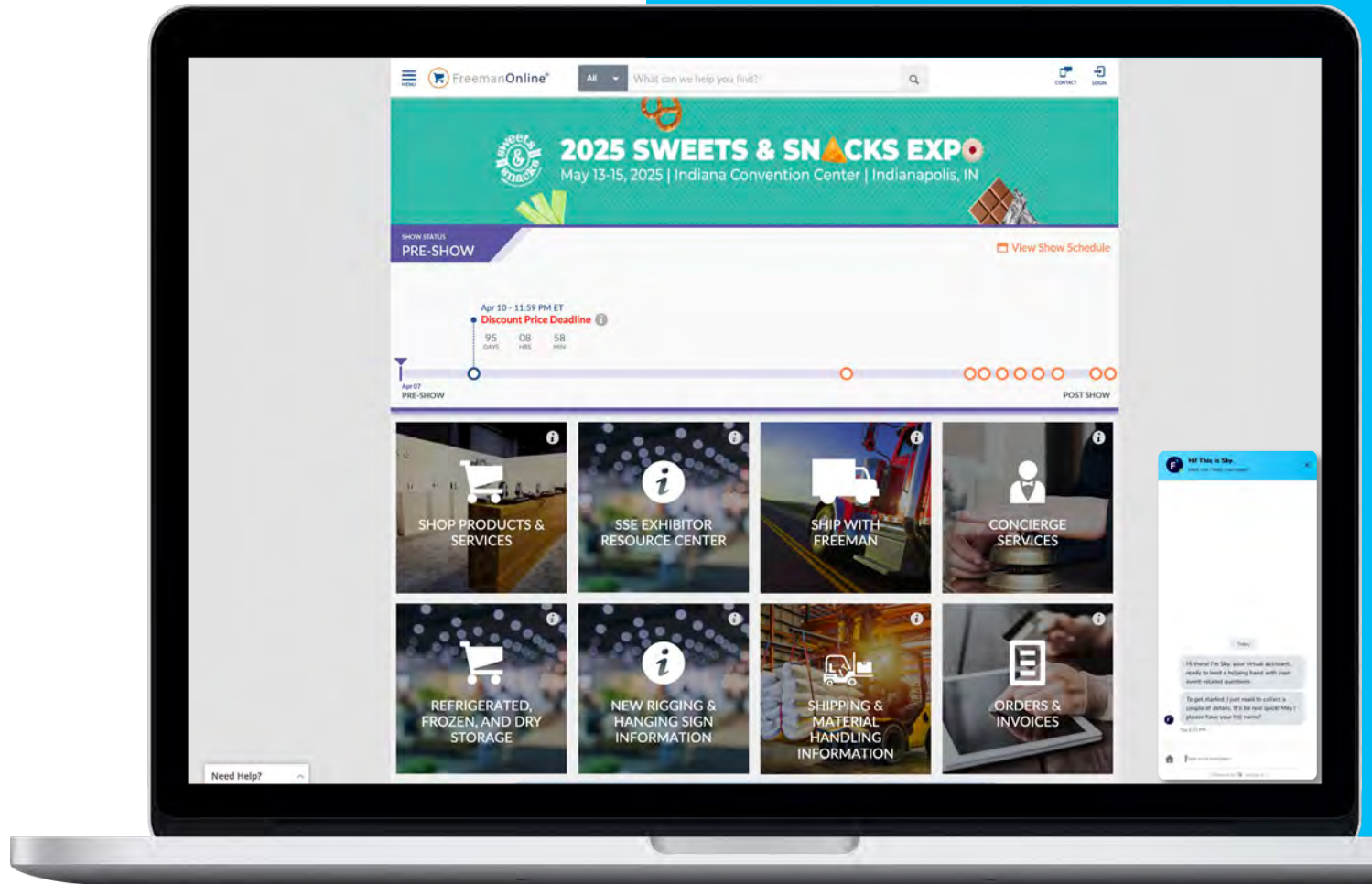
Concierge Services – request service directly from the comfort of your booth



Notifications – set up and view important live event notifications for you and your team



Show Move-out - submit and finalize outbound paperwork digitally



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](mailto: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



Thank You!

Freeman[™]

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