



U.S. TRAVEL'S

ipw<sup>®</sup>  
CHICAGO 2025

**BRINGING THE WORLD  
TO AMERICA**



# AGENDA

**RULES  
UPDATES**

**EXHIBITOR  
MOVE-IN**

**OTHER  
VENDORS**

**FREEMAN  
ONLINE**

# Rules & Updates

## Pavilions

- Only companies with 4 booths across 4 can do an archway or aisle carpet

## Show hours

- Business appointments start Mon-Wed at 9 AM

## Island Booths

- Can build at up to 16' and rig at 20'

# Move-In & EAC

Exhibitors with a 10x20 or larger can move in starting Friday **June 13**

## Hiring an Exhibitor Appointed Contractor (EAC)?

- Fill out the EAC authorization form
- Send it back to [ipweac@ustravel.org](mailto:ipweac@ustravel.org)
- Have your EAC send their insurance to [ipweac@ustravel.org](mailto:ipweac@ustravel.org)
- Form due **May 9**

## Non Registered Staff Booth Setup

- You may have a non registered rep from your company help with booth move-in/move-out
- Form due **May 9**


**All Forms can be found on the Exhibitor Services Page on the IPW.com**



- Catering
  - **OVG Hospitality**
- Floral
  - **Floral Expositions**
- Security
  - **DTA Security**
- Internet
  - **McCormick Place**

## **Booth Events**

Follow the guidelines listed on the form and send your event information to Caylie Cook, [ccook@ustravel.org](mailto:ccook@ustravel.org) by **May 9**



# **Other Vendors**



# Inclusive Package

- Donation Program  
**McCormick Place**
- Styling sample with  
**callout color option**





# 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

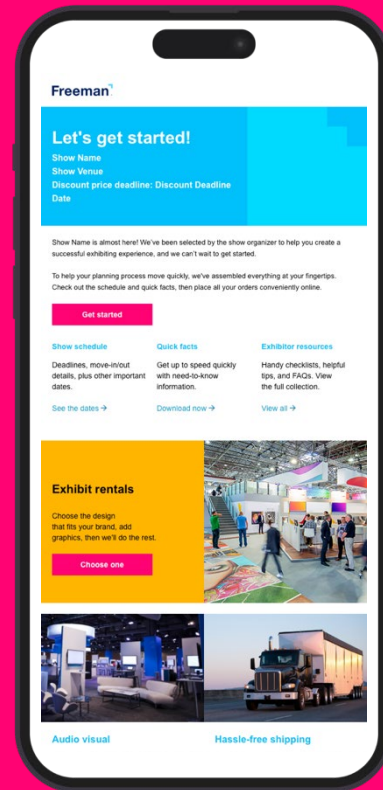
Begin 45+ days from the first  
move-in date

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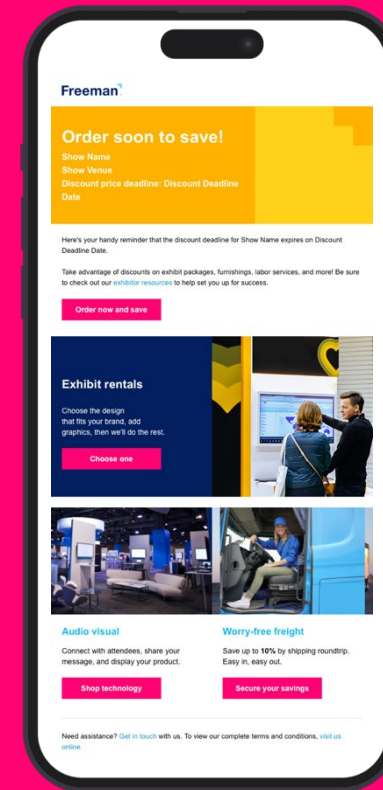


Suggested start no later than  
**Tuesday, April 29**

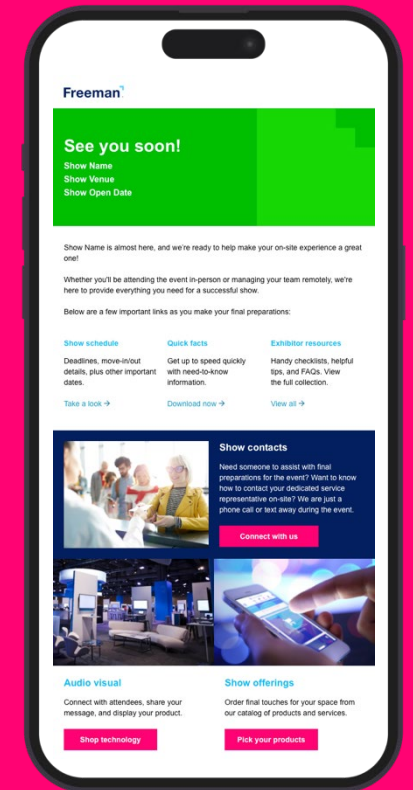
# Exhibitor Pre-Show Campaign



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



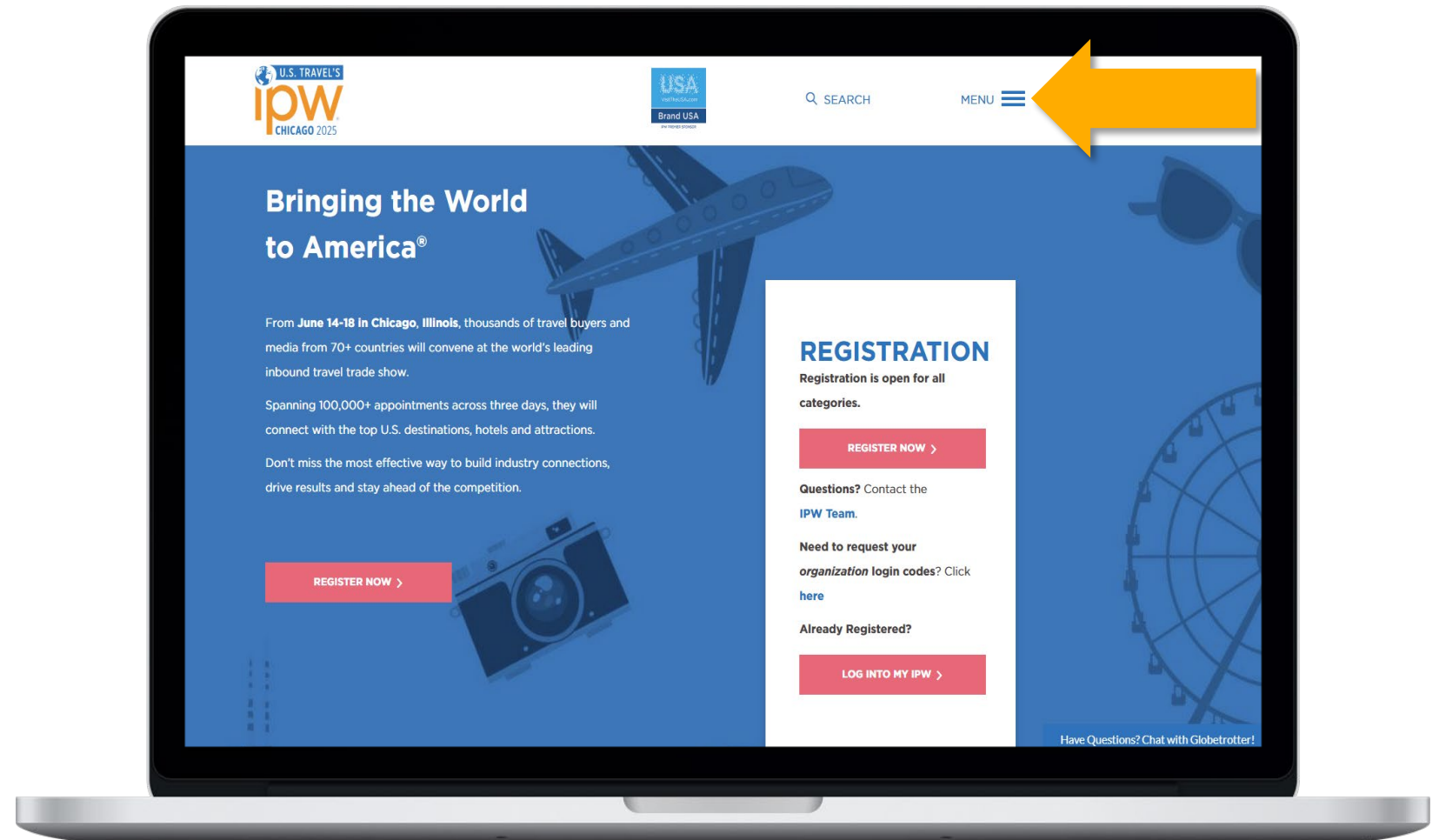
**Email 2: Order Soon to Save**  
One week before discount  
deadline



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

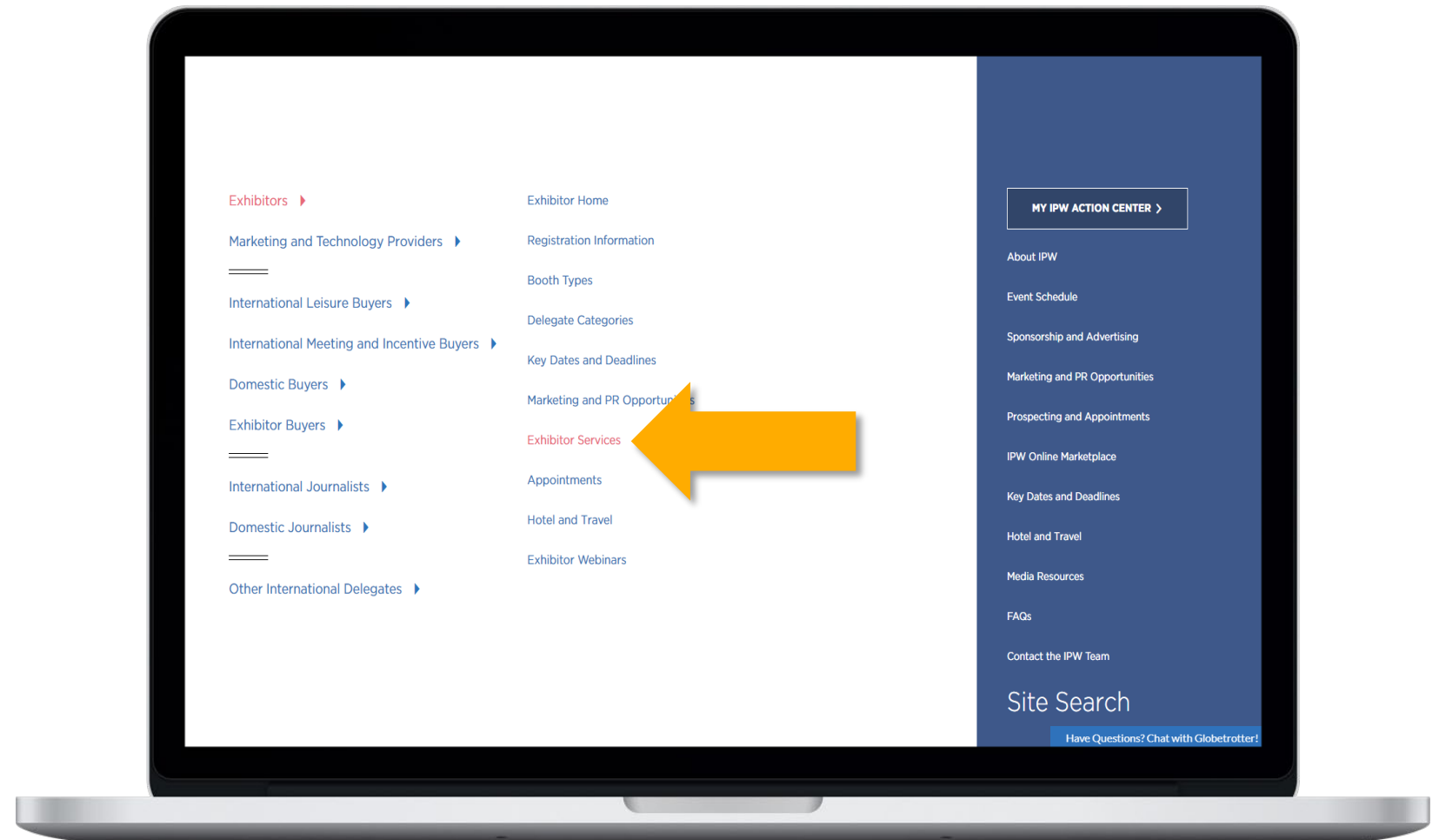
# Accessing FreemanOnline® from U.S. Travel's IPW 2025 Exhibitor Portal

1. Starting from ipw.com, expand the menu



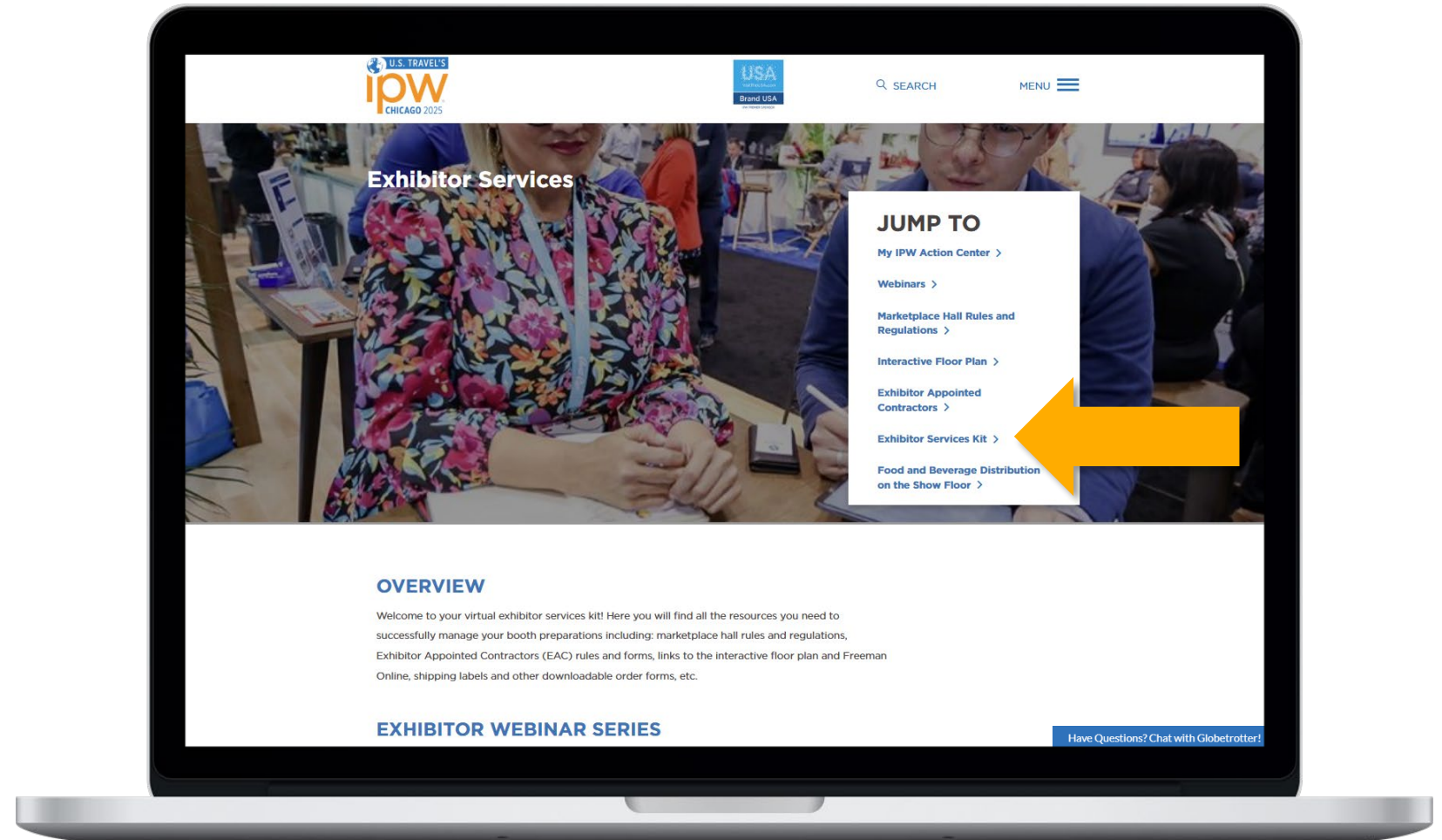
# Accessing FreemanOnline® from U.S. Travel's IPW 2025 Exhibitor Portal

1. Starting from ipw.com, expand the menu
2. Under “Exhibitors”, click “Exhibitor Services”



# Accessing FreemanOnline® from U.S. Travel's IPW 2025 Exhibitor Portal

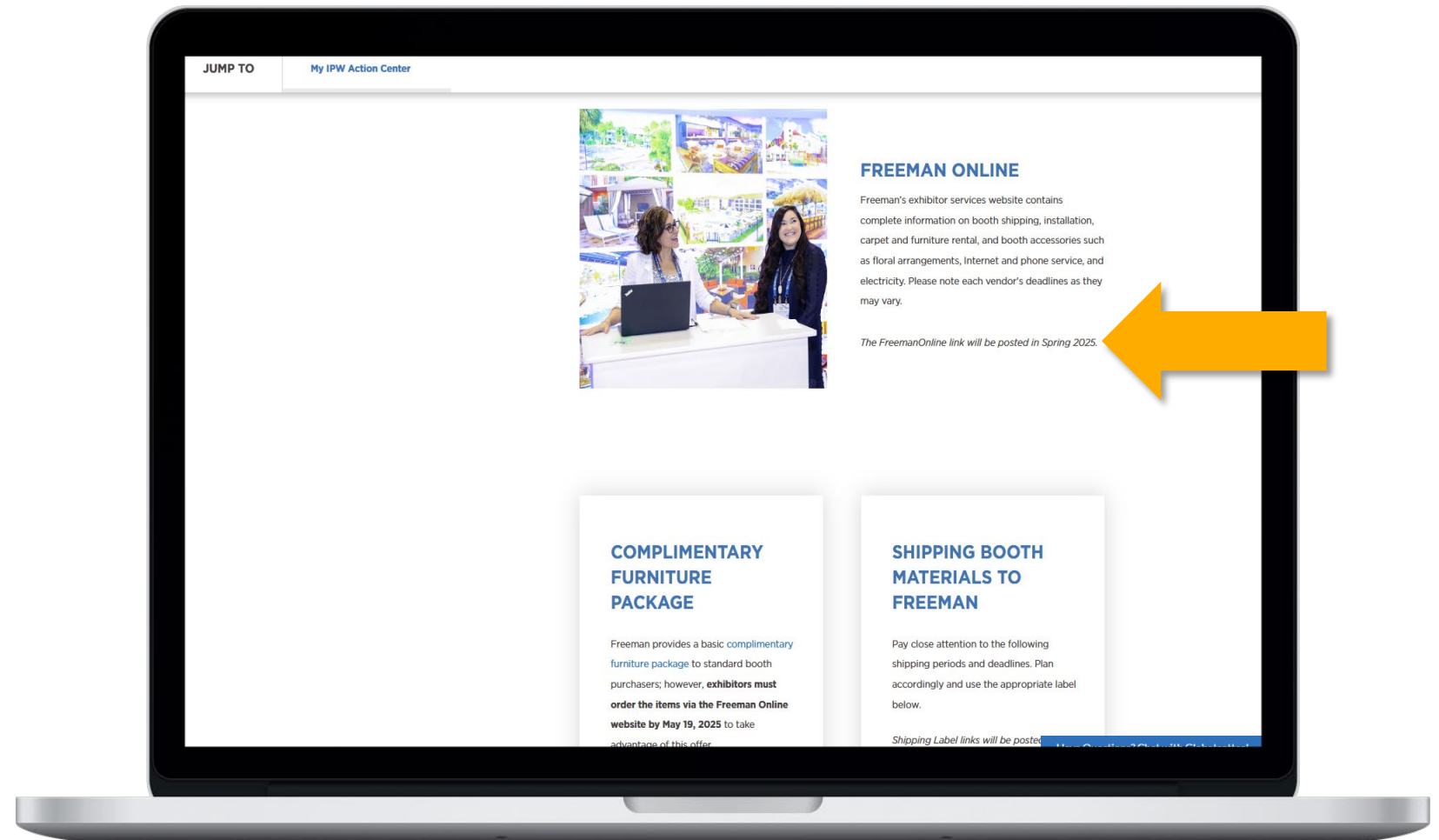
1. Starting from ipw.com, expand the menu
2. Under “Exhibitors”, click “Exhibitor Services”
3. Click “Exhibitor Services Kit”





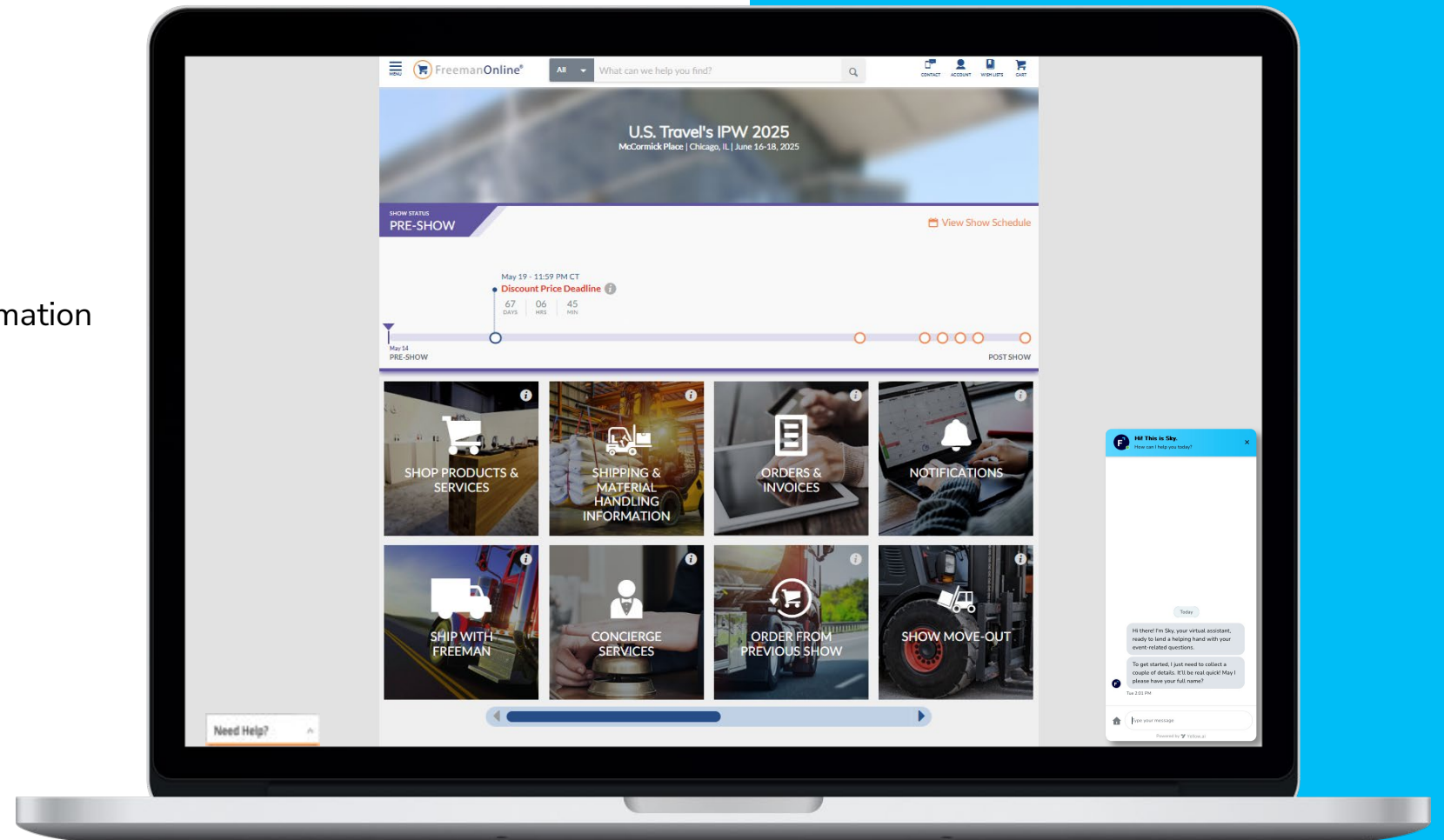
# Accessing FreemanOnline® from U.S. Travel's IPW 2025 Exhibitor Portal

1. Starting from ipw.com, expand the menu
2. Under “Exhibitors”, click “Exhibitor Services”
3. Click “Exhibitor Services Kit”
4. Click “FreemanOnline® link”



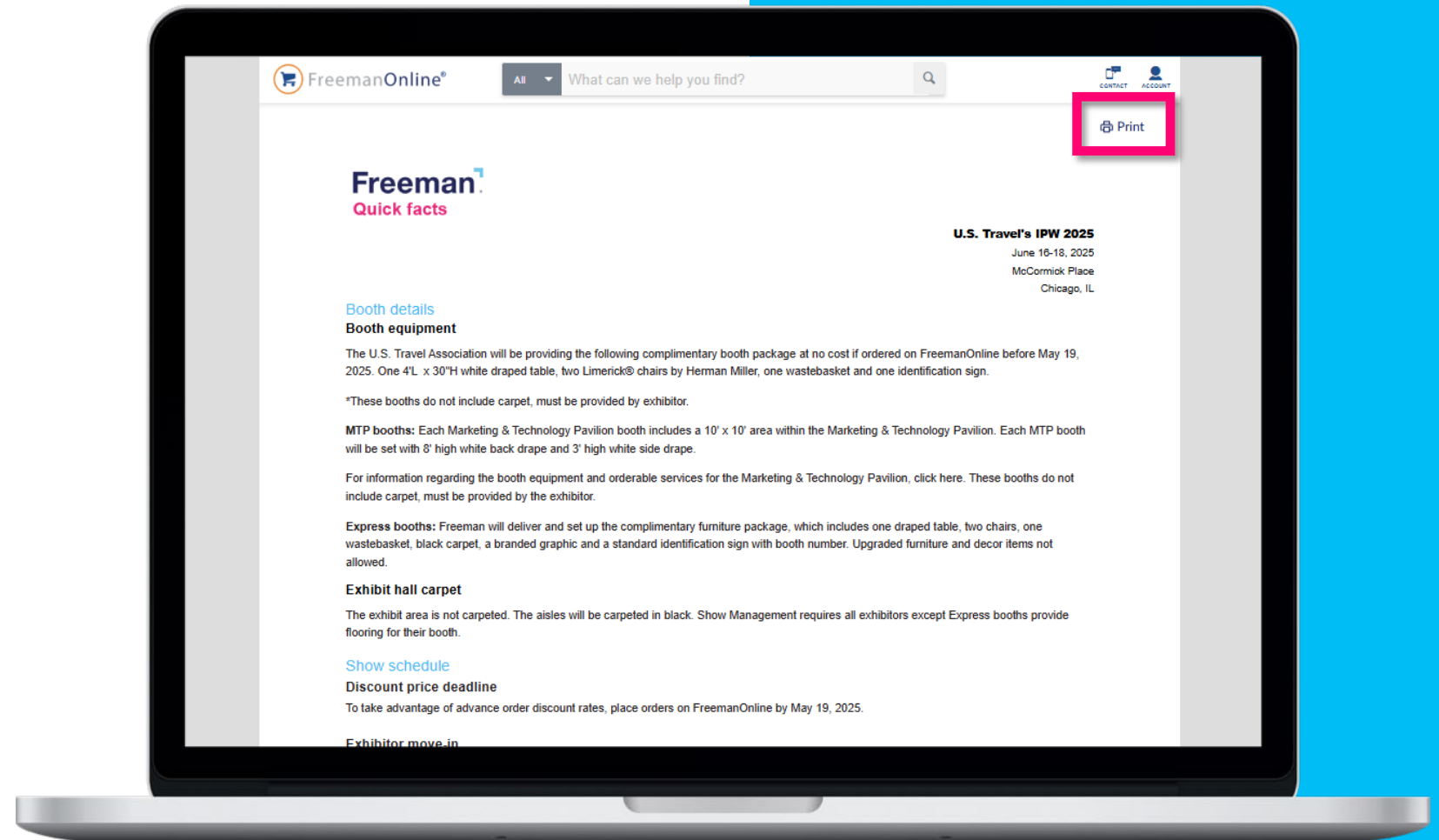
# FreemanOnline® Show Home Page

- Show Contacts
- Show Schedule (save to calendar)
- 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
- 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

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## Marketing & Technology Pavilion booths:

- 10' x 10' area within MTP
- 8' high white back drape and 3' high white side drape
- Does not include carpet



# What's Included In Your Booth

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## Express booths:

- (1) Draped table
- (2) Chairs
- Wastebasket
- Black carpet
- Branded graphic with logo
- (1) One-line identification sign with booth number
- Upgraded furniture and decor items not allowed







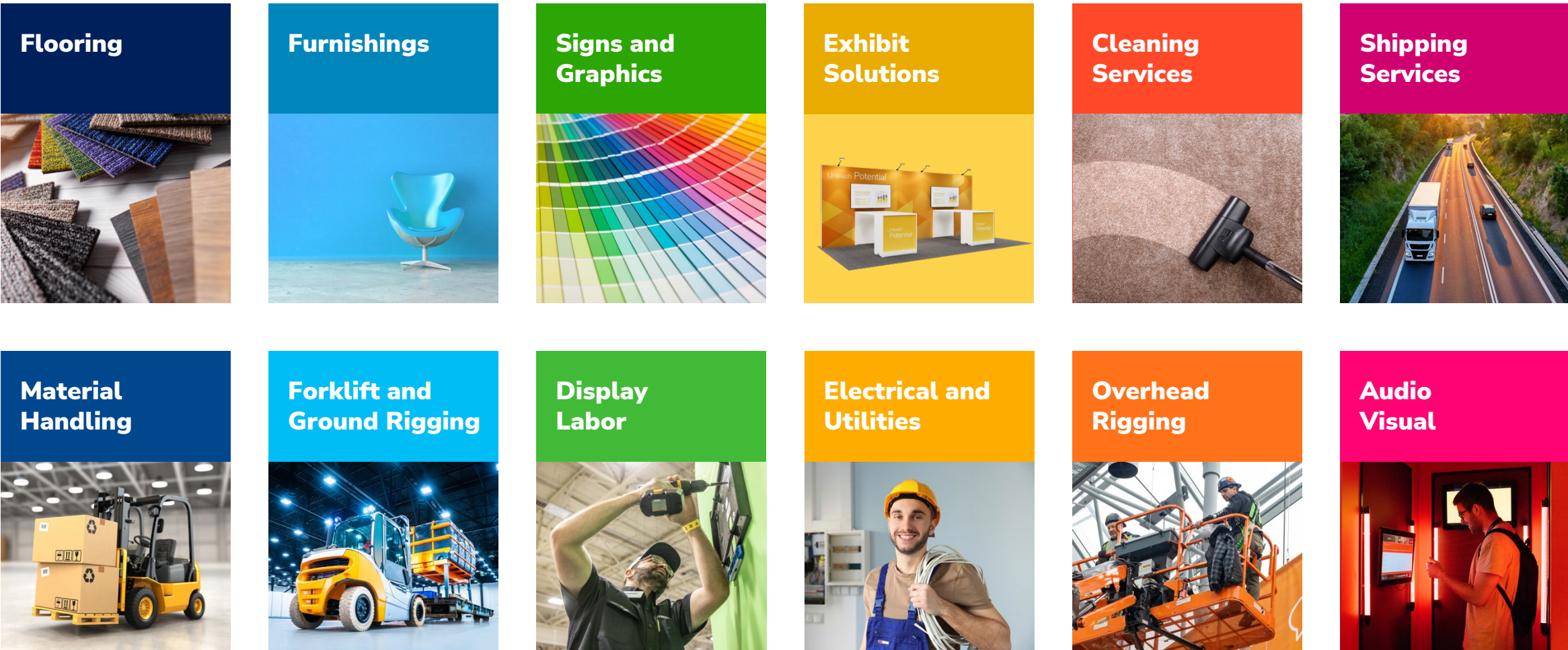
# Complimentary Booth Package

The U.S. Travel Association will be providing the following complimentary booth package at no cost if ordered on FreemanOnline before May 19, 2025:

- (1) 4'L x 30"H white draped table
- (2) Limerick® chairs by Herman Miller
- (1) Wastebasket
- (1) One-line identification sign



# Freeman: U.S. Travel's IPW 2025 Official Services Contractor



# Order Freeman Services Early

Take advantage of advance order discount rates



Discount deadline date  
**May 19, 2025**





# Flooring

Exhibit area is not automatically carpeted. The aisles will be carpeted in black.

Show management requires all exhibitors except Express booths to provide flooring for their booth.







# Furnishings

Lounge furniture options,  
presentation seating, networking  
solutions and more





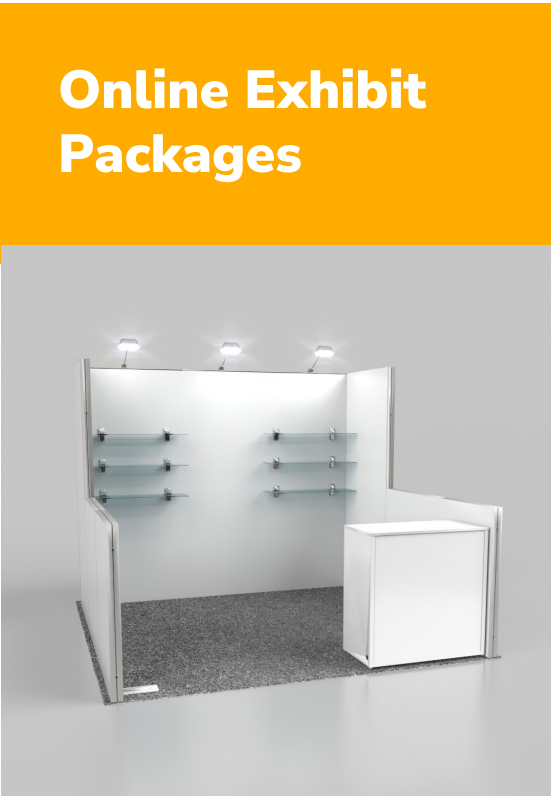
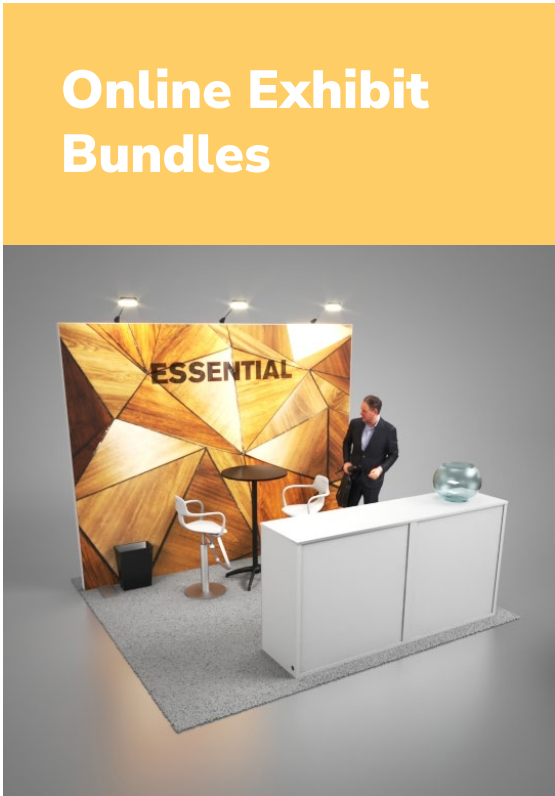
# Signage and Graphics

With state-of-the-art design and printing capabilities, Freeman can bring your banners, signage, and exhibit graphics to life



# Exhibit Rental Solutions

When it comes to designing your exhibit, effective solutions don't require expensive investments. Choose the layout that fits your brand, customize with graphics, and we'll do the rest. All rental exhibits include classic carpet, exhibit installation and dismantle, first night vacuuming, and material handling for the exhibit structure only.





# Labor Services



# Chicago Labor Jurisdictions

**Full-time employees of exhibiting companies may use the exhibitor's ladders and hand tools to:**

- set-up and/or tear-down their own booth materials
- open boxes, stock shelves, distribute and set product, set-up product and literature
- unload their own vehicles at designated unloading areas as long as it is not a commercially registered vehicle
- use their own dollies, luggage carriers, non-hydraulic carts, two- to four-wheel hand trucks, ladders up to 6', and hand-powered tools (subject to building safety guidelines)
- deliver and set up their own computers, monitors, and A/V equipment

**Full-time employees of exhibiting companies are prohibited from:**

- using scooters, forklifts, pallet jacks, condors, scissor lifts, motorized dollies, or similar motorized or hydraulic equipment



Freeman



# Display Labor Services



# Display Labor Services

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## 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

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## 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
- Arrange for shipping to the advance warehouse, use the hanging sign shipping label





# Audio Visual Services

Enhance any space with solutions ranging from interactive technology and lighting to professional equipment and customized setups, all backed by expert technical support





# Audio Visual Touchscreen Packages

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Easily present your content with all-in-one touch screen packages

- Touchscreen on a stand packages are the easiest solution when exhibitors want to present interactive content in their booth without a wall or table to hold their display
- Screens are multi-touch compatible
- Touchscreen sizes vary; visit FreemanOnline® for additional options



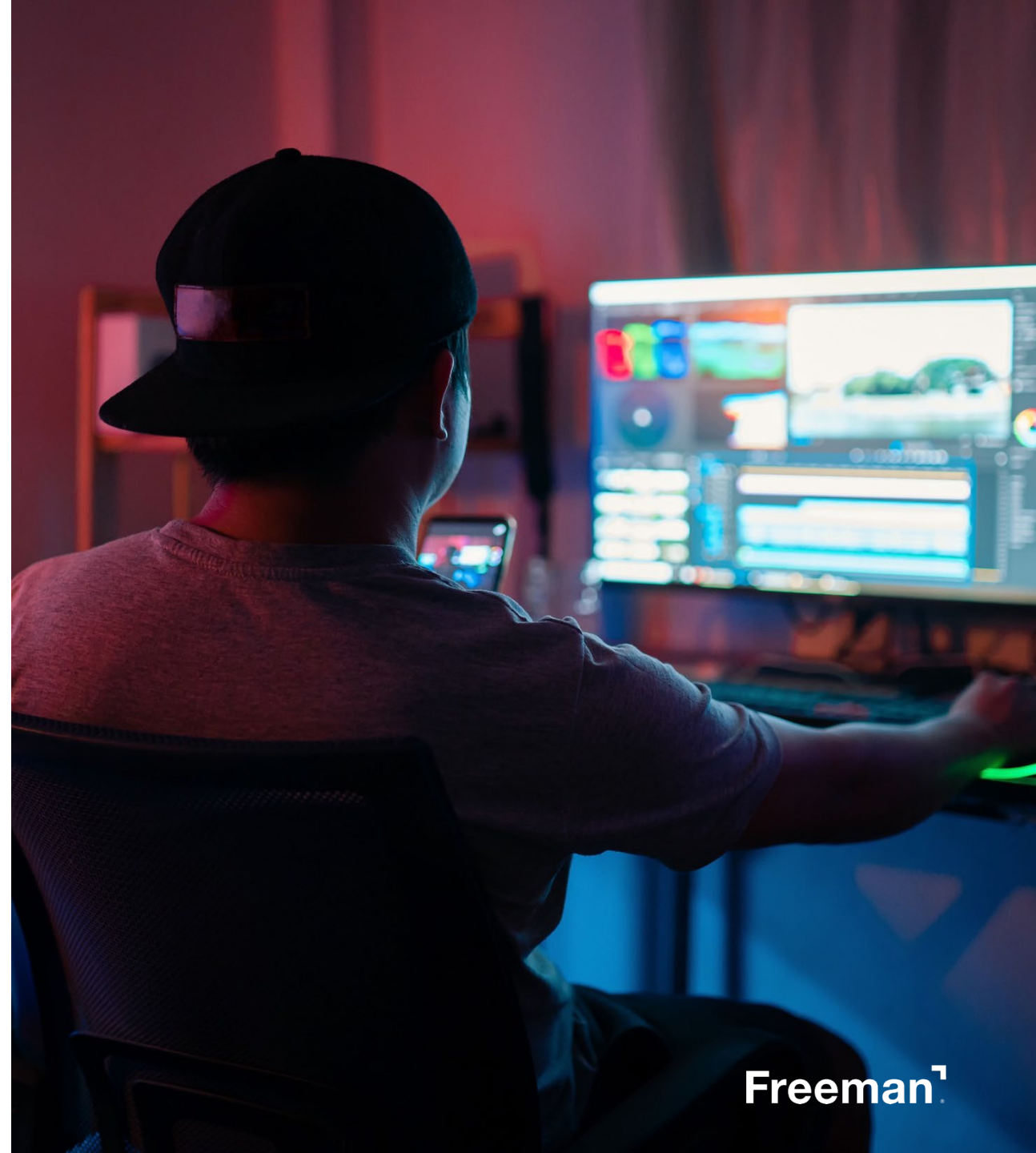


# Audio Visual Services

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## Ordering tips

- Internet and electrical services not included in equipment pricing
- Pricing is for the length of the event and includes product delivery
- Once ready for delivery, notify Freeman Exhibitor Services



# Electrical and Utilities





# Electrical and Utilities

## Ordering tips

- Order in advance for best price; installed prior to your arrival
- Provide complete information, including floorplan, booth orientation, location and load of main power drop, and on-site contacts
- Access helpful resources on FreemanOnline® like usage guides





# Cleaning Services

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



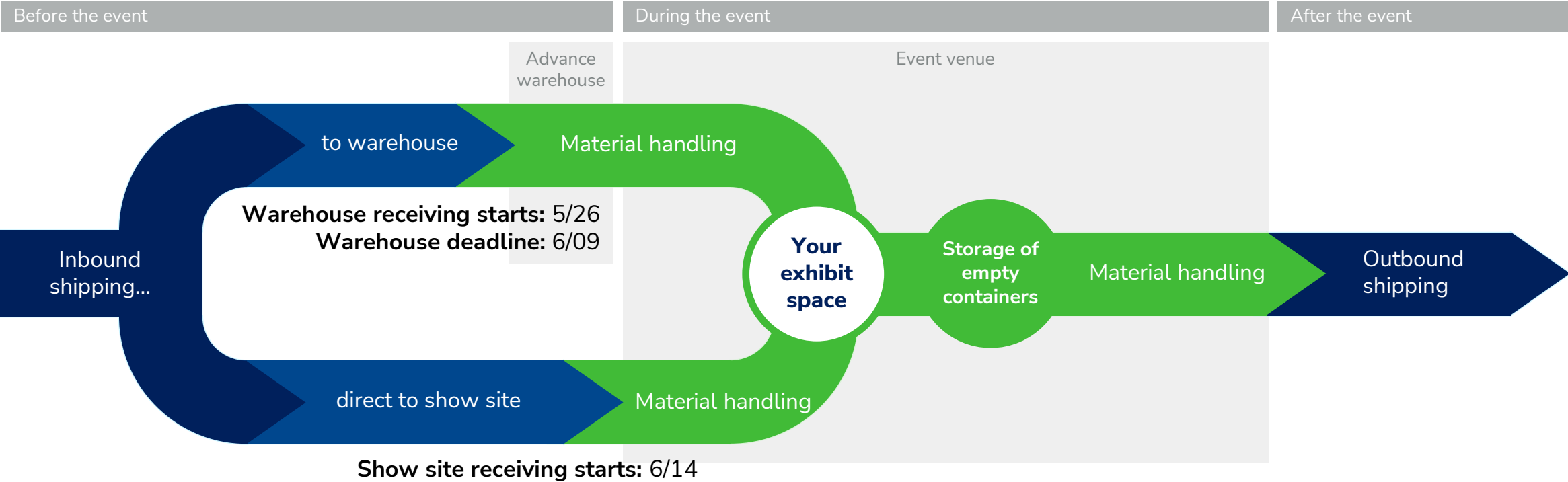
**Freeman<sup>1</sup>**



# Material Handling Services



# Shipping and Material Handling Overview





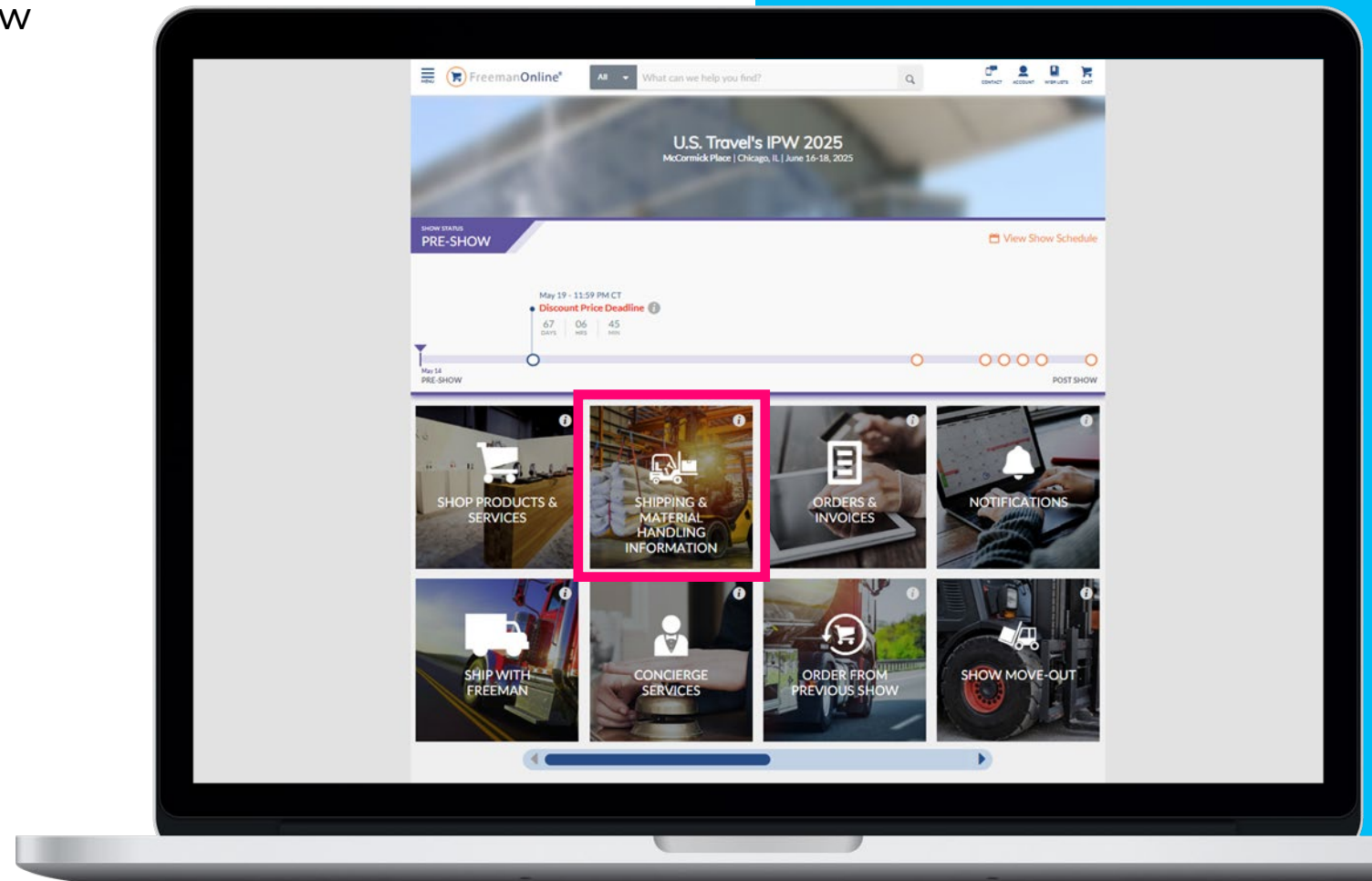
# Material Handling Price Per Pound

## 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
- Shipping labels
  - Warehouse and show site labels
  - Hanging sign labels
- Marshalling yard information
- Empty storage details
- Outbound information







## The Marshalling Yard

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- 3050 S Moe Drive, Chicago, IL 60616
- 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, there are scales located near the marshalling yard.
- Visit FreemanOnline® for optional scale locations

# ASUV Self-Loading/Unloading

- McCormick Place offers registered exhibitors optional unloading of personally owned vehicles
- Check-in will take place at the marshalling yard
- Exhibitor staff must work as team of at least two people and one person must always remain with the vehicle
- Vehicles must be unloaded within a 20 minute timeframe
- Only hand carry or use of exhibitor-owned hand carts is permitted
- Complimentary service
- For additional inquiries visit the McCormick Place ASUV program website at [www.mccormickplace.com/exhibitors/asuv/](http://www.mccormickplace.com/exhibitors/asuv/)







# Empty Container Storage

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## 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

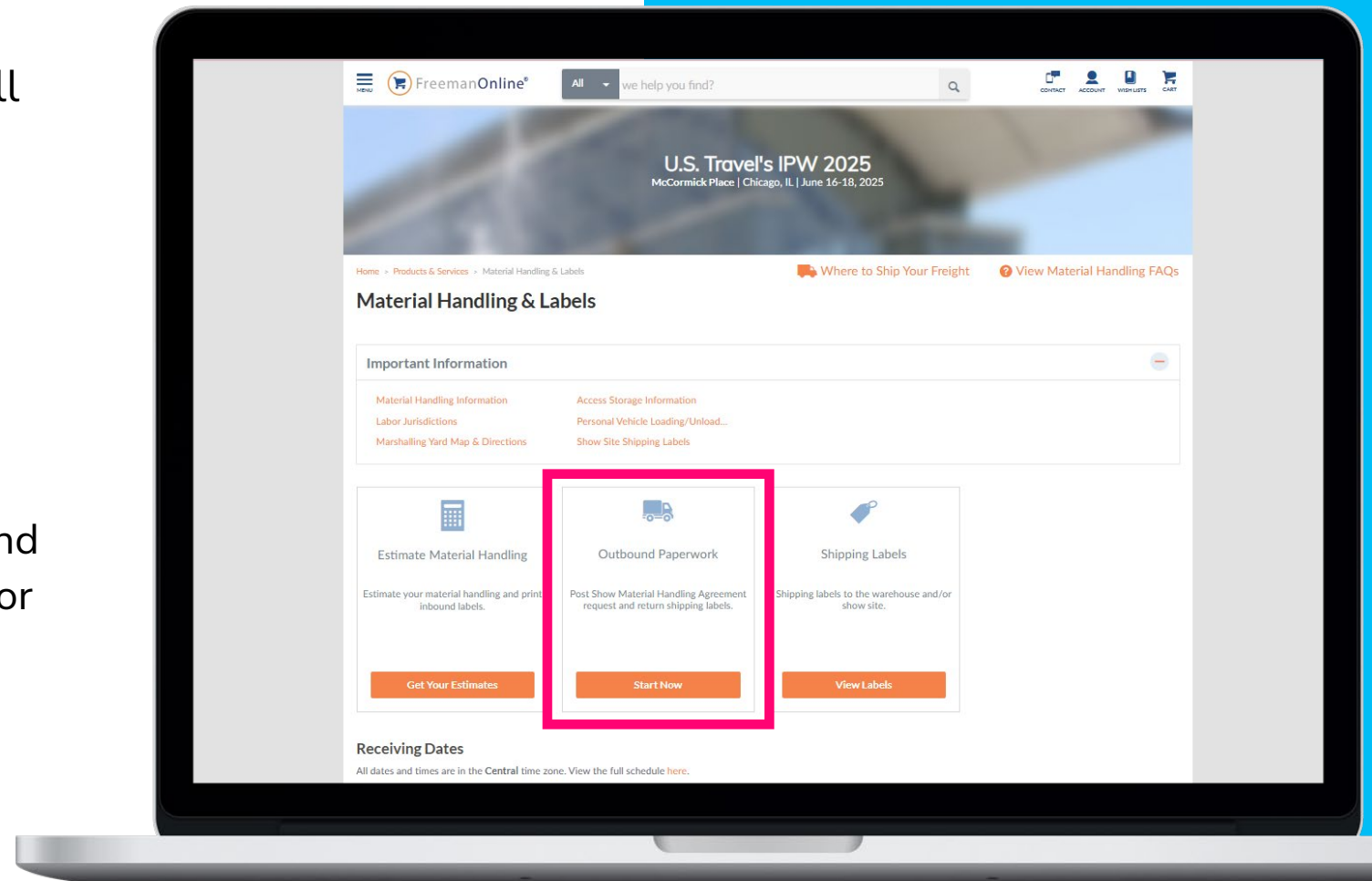
- Empty containers are returned within two hours after exhibit hall closes
- Each label is \$160. Limited quantity available per show.
- Request your label(s) when ordering other services on **FreemanOnline®**





# 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.**

RE-ROUTE VIA \_\_\_\_\_ BY \_\_\_\_\_  
DATE \_\_\_\_\_ TIME \_\_\_\_\_ AM/PM

**SPECIAL INSTRUCTIONS**

DECLARED VALUE: \$ \_\_\_\_\_ (Optional)

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/REPACKED 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: \_\_\_\_\_  
EXHIBITOR: FREEMAN CHICAGO FINISH TIME: \_\_\_\_\_

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, show site, target dates and check-in times when confirming with shipper
- Freeman Transportation® specialists available for custom quotes





# U.S. Travel's IPW 2025 Specialty Contractors

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Floral and  
Plants: Floral  
Expositions

Food and  
Beverage:  
OVG  
Hospitality

Security: DTA  
Security  
Services



# Important Show Site Information

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Move-in begins for booths 10' x 20' or larger  
**June 13, 2025**

# Important Show Dates and Times

## Exhibitor Move-In

Fri, June 13	8:00am – 5:00pm
Sat, June 14	8:00am – 5:00pm
Sun, June 15	8:00am – 5:00pm

10' x 20' Booths or larger

## Exhibit Hall Hours

Mon, June 16	8:00am – 5:30pm
Tues, June 17	8:00am – 5:30pm
Weds, June 18	8:00am – 4:45pm

## Exhibitor Move-Out

Weds, June 18	4:45pm – 6:30pm
Thurs, June 19	8:00am – 5:00pm

Carrier check-in: 3:00pm  
Exh clear deadline: 5:00pm





# On-site Exhibitor Services

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

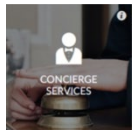
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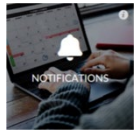
Look for a “contact us” flyer left in your exhibit space

# FreemanOnline® Self-Service Features

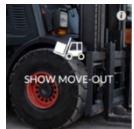
FreemanOnline® provides self-service functionality as well!



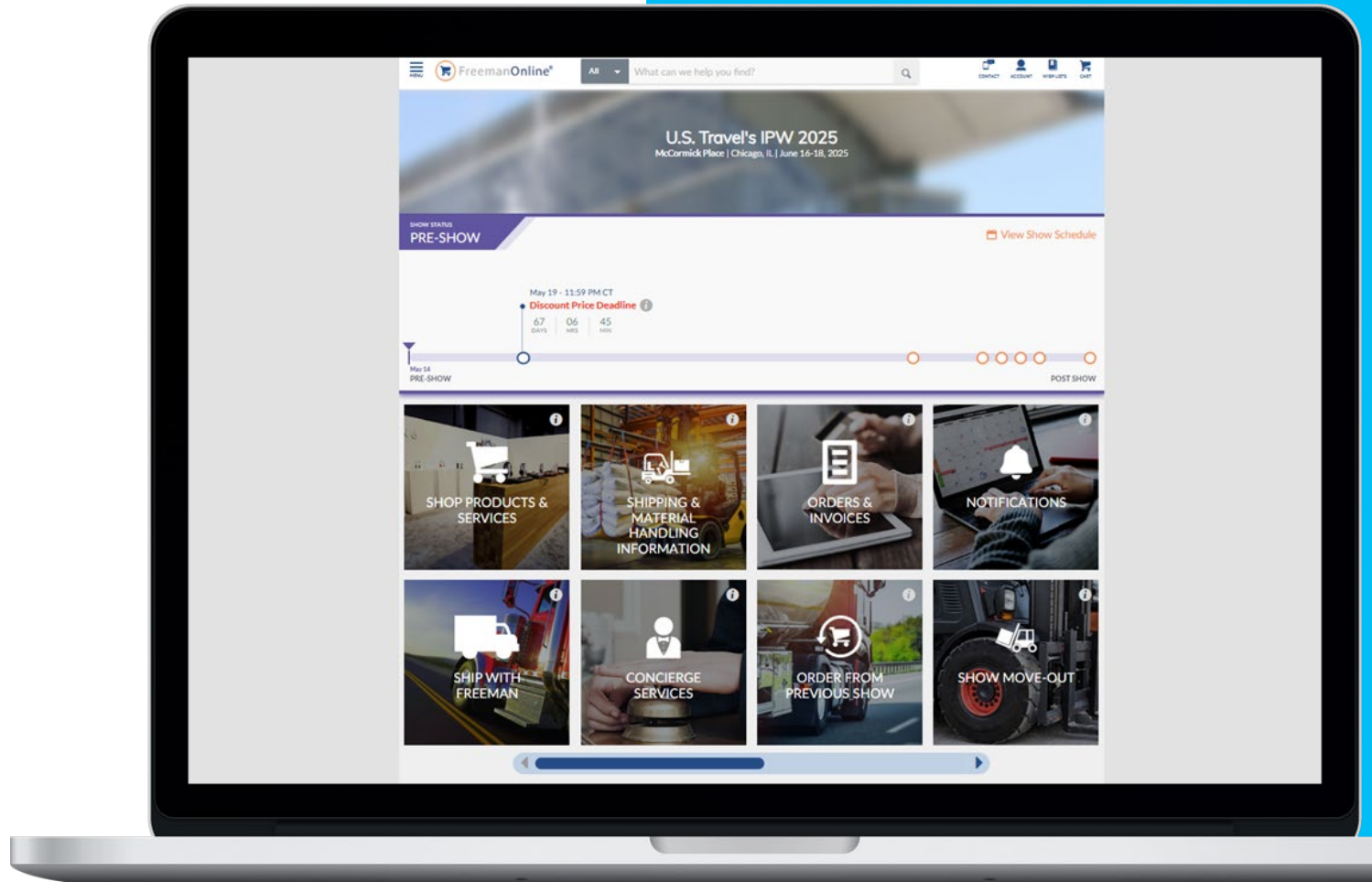
**Concierge services** – request service directly from the comfort of your booth



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



**Show move-out** - submit and finalize outbound paperwork digitally





# IPW Recycling Program

- If you have materials that you would like to donate or recycle after the show, Freeman and IPW show management have established a program with local charities to help you do so
- Submit form to Caylie Cook, [ccook@ustravel.org](mailto:ccook@ustravel.org) or the Freeman Exhibitor Services

**U.S. TRAVEL'S**  
**ipw**  
**CHICAGO 2025**

**IPW RECYCLING PROGRAM**

**Why Donate:** If you have materials that you would like to donate or recycle after the show, Freeman and IPW show management have established a program with local charities to help you do so. Materials may include anything from display and exhibit materials to equipment, supplies or product. Our goal is to assist you with donating these materials to local charities, keep them out of landfills and make this as easy as possible for you.

**How It Works:** If your company is interested in this year's donation program, please submit this to Caylie Cook, [ccook@ustravel.org](mailto:ccook@ustravel.org). Once submitted, someone will stop by your booth to evaluate what you are giving. Once the items are approved for donation, you will be given donation stickers to place on your items after they are properly packed up and ready to ship out. During move-out, we will pick up your donated items and deliver it to the local charities at no additional cost to you.

**Donor Information:** \_\_\_\_\_

**Company Booth #:** \_\_\_\_\_

**Company Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Donation Information:**

Donation Item	Quantity	Approved	Declined

**The following items will not be collected for donation:**

Partial items (example: a portion of a flooring display), marketing materials and/or brochures, damaged or cracked material



# 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!

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## 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

# Key Dates & Deadlines

## March 31

- Appointment scheduling available
- 100% refund deadline
- Membership dues deadline

## May 2

- Last date to purchase inclusive package
- 50% discount deadline
- Appointment request due

## May 9

- All graphics due - express, inclusive, triangle hanging banner

## May 9

- Convention center ordering deadline
- Forms due - EAC, non-registered staff, booth event

## May 16

- Hotel reservation deadline

## May 19

- Comp furniture package deadline
- Freeman discount deadline

## May 21

- Appointment list distributed