



**HEALTHCARE
FACILITIES**
symposium and expo

SHOW MANAGEMENT

Design Team Gallery Manual

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If you have any questions please contact:

Melissa Cercone 203-416-1928 melissa@jdevents.com

Manager, Exhibitor Services & Operations for the Healthcare Facilities Symposium & Expo

Or

Lou Mancini 203-416-1926 lou@jdevents.com

VP, Operations for the Healthcare Facilities Symposium & Expo



HEALTHCARE FACILITIES

symposium and expo

Deadlines / Checklist

PRE-SHOW:

Complete Immediately:

- Update your Exhibitor Profile** for the website and onsite Event Guide. Look at the [Exhibitor List on our website](#). What we have on the website is what will be printed in the event guide. An exhibitor profile includes company name, company url and 50 word company description. To have your logo posted on the website and printed in the event guide along with your exhibitor profile there is a \$500 charge. Submit edits to Melissa Cercone (melissa@jdevents.com)
- Register for your (2) free conference passes** using VIP code: *DESIGN2017*
<https://www.xpressreg.net/register/hfsx0917/attendee/reginfo.asp?sc=DESIGN2017>

July 12, 2017

- Deadline to update your Exhibitor Profile** for the website and onsite Event Guide. Look at the [Exhibitor List on our website](#). What we have on the website is what will be printed in the event guide. An exhibitor profile includes company name, company url and 50 word company description. To have your logo posted on the website and printed in the event guide along with your exhibitor profile there is a \$500 charge. Submit edits to Melissa Cercone (melissa@jdevents.com)

August 18, 2017

- Freeman's Advanced Warehouse Opens.** If you are shipping your boards and/or promotional items to Freeman's advanced warehouse then today is the first day shipments are accepted.

August 25, 2017

- Discount Deadline for Freeman Printing Services.** If you plan on having Freeman print and ship your boards to the show then place your order by today because the discount deadline is today!
- Artwork Due to Freeman** if they are printing and shipping your boards.
- Inbound Shipping Forms Due.** The inbound shipping forms for your boards and your promotional literature is due today! If you are using Freeman to print your boards you still need to submit an inbound form for the boards.
- Outbound Shipping Form Due.** The outbound shipping form for your boards is due today!

September 6, 2017

- Digital Design Team Gallery Files Due.** The Digital Design Gallery is a preview of the Design Team Gallery to the conference attendees. There will be a screen in the conference area with a glimpse of the Design Galleries that conference attendees can see in the exhibit hall.
- Design Solution Spotlight Materials Due.** The Design Solution Spotlight is an email that will feature your design gallery project to the pre-registered attendee list.

September 8, 2017

- Freeman's Advanced Warehouse Closes.** Last day to have your boards and/or promotional literature arrive at Freeman's Advanced Warehouse.

AT SHOW:

September 17, 2017 – First day of Move-In

- Direct to Show Site Shipping.** If you are shipping your boards and/or promotional literature direct to the show site then today is the first day they can arrive.
- Hand Carry.** If you are hand carrying your boards and/or promotional literature to the show site then today is the first day they can be dropped off.

September 18, 2017 – Last Day of Move-In & Exhibit Hall Opens

- 12:00 PM – Deadline for show site shipping & Hand Carry.** If you are shipping your boards and/or promotional literature direct to the show site OR hand carrying then they MUST ARRIVE BY 12:00 PM to insure the boards can be set up by the time the exhibit hall opens at 4:30 PM.
- 4:30 PM – Exhibit Hall Opens.** Exhibit Hall Open from 4:30 – 6:30 PM.

September 19, 2017

- 10:30 AM – 3:00 PM – Exhibit Hall Open**
- 3:00 PM – Move-out begins.**
- 4:00 PM – Deadline to hand carry boards from the show.** If you or if you are having someone pick up your boards after the show then they must be picked up by 4:00 PM

Quick Facts / Information

As a Design Team Gallery Participant You Receive from Show Management:

1. A Grid to fit (2) 40" x 40" poster boards
2. One-line company identification sign, 7" x 44"
3. (1) 8 ½" x 11" Plexiglas Literature Pocket (Promotion Dispenser)
4. Business Card Collector
5. Return shipping of Collected Business Cards
6. Labor for Set-up/dismantle
7. Return Shipping
8. (2) Full Conference Passes
9. Inclusion in Digital Design Gallery (images of project displayed on screen in conference area)
10. Inclusion in Design Solutions Spotlight (email to pre-registered attendees)

Design Gallery Participants are responsible for all costs associated with getting their posters/literature to the show. Poster Design Regulations:

1. Each company **MUST** submit (2) 40" x 40" poster boards.
2. The boards must be mounted on a light rigid product such as foam core.
3. The maximum weight of each 40" x 40" board is 7.5 lbs.
4. The boards must have grommets so they can be secured to the grid. It is recommended that the grommets are located in each corner.

Please Note: All boards must adhere to the above guidelines or they will not be displayed by show management.

Registration:

You receive two full conference pass with your design gallery. One pass is for someone from your company and the second pass is for a client of your firm. To register go to

<https://www.xpressreg.net/register/hfsx0917/attendee/reginfo.asp?sc=DESIGN2017>

Enter VIP code **DESIGNG2017** to receive your complimentary passes.

Digital Design Gallery:

The Digital Design Gallery is a preview of the Design Team Gallery to the conference attendees. There will be a screen in the conference area with a glimpse of the Design Galleries that conference attendees can see in the exhibit hall.

Materials are due to Melissa by September 6, 2017.

Materials can be uploaded using the following Dropbox link:

<https://www.dropbox.com/sh/ycquuqj6owub46h/AAB9b0SuFNSi-28CDVbd0LH4a?dl=0>

Here are the specs:

- 1 or 2 slides – it is up to you how many you provide but no more than 2 slides
- Each slide should feature 1 or 2 images from the project featured on your boards.
- Each slide should include your company logo or company name.
- Each slide should include the name of the project.
- Each slide should include your design gallery number.
- Slides should be designed with a 16:9 display ratio.
- Slides should be sent as a high resolution pdf.

Design Solutions Spotlight:

We will feature your design gallery project in an email to the pre-registered attendee list.

Materials are due to Melissa by September 6, 2017.

Materials can be uploaded using the following Dropbox link:

<https://www.dropbox.com/sh/golqirsiomqjoz8/AAAIY0Z7DC01u0xUFUBX1KYwa?dl=0>

Here are the specs:

- Project Image: 240w x 200h - gif/jpg (72dpi)
- 8-10 word headline (50 characters including spaces and punctuation)
- Link to the project page on your website or general link to website
- Link to a contact us page on your website or an email address so the reader can get in touch with someone to ask questions or for more information.
- 50 word description of project

Show Management – Contact Information

The following is a list of key contacts at the Healthcare Facilities Symposium & Expo. Feel free to contact any one from show management should you have any questions or concerns.

<u>NAME</u>	<u>TITLE</u>	<u>TELEPHONE NUMBER</u>	<u>E-MAIL ADDRESS</u>
Lou Mancini	Operations	203-416-1926	lou@jdevents.com
Melissa Cercone	Manager, Exhibitor Services & Operations	203-416-1928	melissa@jdevents.com
Ann Belz	Sales Director	603-471-0877	ann@jdevents.com
Jenabeth Ferguson	Symposium Director	508-759-0075	jenabeth@jdevents.com
Dawn Jeffrey	Registration	203-416-1921	dawn@jdevents.com



HEALTHCARE FACILITIES

symposium and expo

September 18-19, 2017
Austin, Texas

Design Team Gallery Inbound Transportation Form - Boards Due **August 25, 2017**

COMPANY NAME: _____ DESIGN GALLERY #: _____

CONTACT NAME: _____ PHONE #: _____

EMAIL ADDRESS: _____ Cell #: _____

Note: Design Gallery Participant is responsible for all costs associated with getting boards/promotional materials to the show.

How are your boards getting to the show?

I am using Freeman to create and ship my Design Team Gallery Boards.
(If you checked this box, you do not need to fill out the remainder of the form)

I will be shipping to Freeman's ADVANCED WAREHOUSE

MUST ARRIVE BY September 8, 2017.

Shipping Label: Company name / DG # _____
Healthcare Facilities Symposium & Expo
c/o Freeman / AWD
Raceway Crossing, Bldg. 1, 16310 Bratton Lane, Ste. 125
Austin, TX 78728

I will be shipping DIRECT TO SHOW SITE

**MUST ARRIVE ON September 17th OR on September 18th.
If arriving on September 18th it must arrive by 12:00 PM.**

Shipping Label: Company name / DG # _____
Healthcare Facilities Symposium & Expo
c/o Freeman
500 E. Cesar Chavez St.
Austin, TX 78701

I will be HAND CARRYING to the show.

**MUST ARRIVE ON September 17th OR on September 18th.
If arriving on September 18th it must arrive by 12:00 PM.**

**Please provide Name and Mobile # of the person hand carrying.

Name: _____ Mobile #: _____

Shipping / Tracking Information

Number of Pieces: _____
Carrier: _____
Tracking #(s): _____

FORM DUE: August 25, 2017

EMAIL THIS FORM TO:
Melissa@jdevents.com
QUESTIONS?
EMAIL: Melissa@jdevents.com or
CALL: 203-416-1928



HEALTHCARE FACILITIES

symposium and expo

September 18-19, 2017
Austin, Texas

Design Team Gallery Inbound Transportation Form - Promotional Literature

Due **August 25, 2017**

COMPANY NAME: _____ DESIGN GALLERY #: _____

CONTACT NAME: _____ PHONE #: _____

EMAIL ADDRESS: _____ Cell #: _____

Note: Design Gallery Participant is responsible for all costs associated with getting boards/promotional materials to the show.

How are you getting your promotional literature to the show?

I will be shipping to Freeman's ADVANCED WAREHOUSE

MUST ARRIVE BY September 8, 2017.

Shipping Label: Company name / DG # _____
Healthcare Facilities Symposium & Expo
c/o Freeman / AWD
Raceway Crossing, Bldg. 1, 16310 Bratton Lane, Ste. 125
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Name: _____ Mobile #: _____

Shipping / Tracking Information

Number of Pieces: _____

Carrier: _____

Tracking #(s): _____

FORM DUE: August 25, 2017

EMAIL THIS FORM TO:
Melissa@jdevents.com

QUESTIONS?

EMAIL: Melissa@jdevents.com or
CALL: 203-416-1928



**HEALTHCARE
FACILITIES**

symposium and expo

September 18-19, 2017
Austin, Texas

**Design Team Gallery
Outbound Transportation Form -
BOARDS ONLY**

Due **August 25, 2017**

COMPANY NAME: _____ DESIGN GALLERY #: _____

CONTACT NAME: _____ PHONE #: _____

EMAIL ADDRESS: _____ Cell #: _____

Note: Outbound transportation for your Design Gallery boards is included.

What would you like us to do with your boards after the show?

Ship the boards back to the address below:

Your Design Gallery will be shipped via Ground Transportation (approximately 5 - 7 days).

Attn: _____

Company: _____

Street Address: _____

City/State/Zip: _____

Hand Carry - Somone will pick the boards up.

**Boards must be picked up by 4:00 PM on Tuesday, September 19th
but no earlier than 3:00 PM.**

****Please provide Name and Mobile # of the person hand carrying.**

Name: _____ Mobile #: _____

I do not want the boards back, please recycle.

FORM DUE: August 25, 2017

EMAIL THIS FORM TO:

Melissa@jdevents.com

QUESTIONS?

EMAIL: Melissa@jdevents.com or

CALL: 203-416-1928

F R E E M A N

3323 I H 35 North, Ste 120
San Antonio, TX 78219
(210) 554-2021 Fax: (469) 621-5611

DISCOUNT PRICE
DEADLINE DATE
AUGUST 25, 2017

INCLUDE THE FREEMAN METHOD OF
PAYMENT FORM WITH YOUR ORDER

HEALTHCARE FACILITIES SYMPOSIUM - DESIGN GALLERY

SEPTEMBER 18 - 19, 2017

NAME OF SHOW: _____

COMPANY NAME _____ BOOTH #: _____

CONTACT NAME: _____ PHONE #: _____

E-MAIL ADDRESS _____

For Assistance, please call (407) 816-7900 to speak with one of our experts.

For fast, easy ordering go to www.freemanco.com/store

GRAPHICS AND SIGNS

To order your graphics, complete this order form and attach your sign copy or electronic file.
Please see guidelines for electronic files on the reverse side of this form.

NOTE: All Graphics are subject to a 100% Cancellation Charge.

We can create your posters with the following specifications:

- 40" x 40" \$235.53 per board
- 1/2" foamcore
- Grommets will be provided on all four corners

PLEASE INCLUDE YOUR GRAPHIC FILE COMPATIBILITY SHEET

(See attached guidelines for submitting artwork.)

TOTAL COST

Subtotal _____ + Tax (8.25%) _____ =TOTAL

CUSTOMER GUIDELINES FOR SUBMITTING GRAPHICS ARTWORK

Our desire is to provide you with the best possible quality graphics for your event or exhibit. You can help us in that effort by providing digital art files using the following guidelines. If you are sending us completed, print-ready files, please pass the following information on to your graphics designer. Two overall considerations for submitting acceptable artwork involves proper resolution or size of the file to avoid poor quality images, and proper color matching information and proofs to ensure accurate color reproduction.

PLEASE PROVIDE THE FOLLOWING WHEN SUBMITTING ART

Minimum requirements for original artwork, such as logos, when Freeman is providing design and layout:

- 300 dpi resolution at a size of 8 x 10 inches (higher resolution files will result in improved final product)

Minimum requirements for final artwork that Freeman will reproduce exactly as provided:

- 100 dpi resolution at full size of actual finished product

Minimum requirements for both:

- All related PMS and/or CMYK color codes (if submitting CMYK values, please supply accurate color swatches)
- Accurate color proof print of artwork
- Contact name, phone number and e-mail address of art creator if applicable
- If submitting a "vector" file, include all fonts, or convert fonts to outlines or paths

ACCEPTABLE FILE SOFTWARE FORMATS

We are capable of working with both PC and MAC based software, and can accept art created with the following software programs (listed in order of preference):

- ADOBE—Illustrator, InDesign, and Photoshop
- COREL DRAW
- QUARK XPRESS

Files should always be saved in their native format.

ACCEPTABLE FILE TYPES

Files that Freeman **can use** in order of preference, include:

- EPS and AI (especially when submitting logos)
- TIF (especially when submitting photos)
- JPG (provided resolution is high enough for photo images; not recommended for logos)

File types that Freeman **cannot use** to reproduce high quality graphics include:

- GIF files
- Microsoft Office software files such as Word (.doc), or PowerPoint (.ppt) file types
- Self-extracting files, such as EXE or SEA files

WAYS TO SEND ARTWORK

- Artwork files that are of acceptable resolution as listed above will typically be too large to send via e-mail. Files should be sent via overnight delivery on either a CD-ROM or a DVD. A printed hard proof needs to accompany the files.
- Files may also be posted to Freeman's FTP site. You may get the password and other needed information from your Freeman service representative in order to post files. However, a hard copy proof and backup must be sent via overnight delivery in addition to posting the electronic files.

Please visit us at: www.freemanco.com

FREEMAN

3323 I H 35 North, Ste 120
 San Antonio, TX 78219
 (210) 554-2021 Fax: (469) 621-5611

DISCOUNT PRICE
 DEADLINE DATE
 AUGUST 25, 2017

INCLUDE THIS FORM
 WITH YOUR ORDER
 PLEASE USE BLACK INK

NAME OF SHOW: **HEALTHCARE FACILITIES SYMPOSIUM - 442131 / SEPTEMBER 18- 19, 2017**

COMPANY NAME: _____ BOOTH #: _____

ADDRESS: _____ BOOTH SIZE : _____ X

CITY/STATE/ZIP: _____

PHONE: _____ EXT.: _____ FAX #: _____

SIGNATURE: _____ PRINT NAME: _____

CONTACT'S E-MAIL: _____

E-MAIL FOR INVOICE: _____ **Check if you are a new Freeman customer**
Invoices will be sent by e-mail; please provide e-mail address of the person who reconciles your invoices if different than contact's email.

METHOD OF PAYMENT

BY SUBMITTING THIS FORM VIA FAX OR POSTAL MAIL OR ORDERING MATERIALS OR SERVICES FROM FREEMAN, YOU AGREE TO BE BOUND BY ALL TERMS & CONDITIONS INCLUDED IN YOUR SERVICE MANUAL.

COMPANY CHECK
 Please make check payable to: Freeman
 Checks must be in U.S. funds drawn on a U.S. or Canadian bank. ("U.S. FUNDS" MUST BE PRE-PRINTED on Canadian checks.)
Please reference (442131) on your remittance.

BANK TRANSFER
 Bank transfer to Bank of America, N.A.; Dallas, TX
Wire Transfer
 ABA#: 026009593 ACCT# 1252039192 Freeman
International Wire Transfer
 Swift Code: BOFAUS3N ACCT# 1252039192 Freeman
ACH Direct Deposit
 ABA#: 111000012 ACCT# 1252039192 Freeman

CREDIT/DEBIT CARD
 For your convenience, we will use this authorization to charge your credit/debit card account for your advance orders, and any additional amounts incurred as a result of show site orders placed by your representative. These charges may include all Freeman companies, or any charges which Freeman may be obligated to pay on behalf of Exhibitor, including without limitation, any shipping charges. Please complete the information requested below:

AMERICAN EXPRESS **MASTER CARD** **VISA** **We do not accept credit card information via email.**

ACCOUNT NO.: _____ EXP. DATE: _____

CARDHOLDER NAME (PRINT): _____ SIGNATURE: _____

CARDHOLDER BILLING ADDRESS: _____

CITY/STATE/ZIP: _____

ENTER TOTALS HERE

FURNISHINGS & ACCESSORIES	CARPET	CLEANING/ SHAMPOOING	PORTER SERVICE	RENTAL EXHIBITS & ACCESSORIES	SIGNS	INSTALLATION LABOR	DISMANTLE LABOR
MATERIAL HANDLING	RIGGING INSTALLATION	RIGGING DISMANTLE	EXHIBIT TRANSPORTATION	HANGING SIGNS	GRAND TOTAL		

- Remember to order in advance to save time and money. You may place your order by phone, fax, mail, or use our online ordering service at: www.freeman.com.
- Orders received after the deadline or without payment will be charged the Standard price.
- Copies of invoices may be picked up from the Service Desk prior to show closing.
- If you have questions or need assistance with any items not listed, please call and ask for Exhibitor Sales.

FREEMAN method of payment