

F R E E M A N

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SEMA SHOW 2011
NOVEMBER 1-4, 2011
LAS VEGAS CONVENTION CENTER
LAS VEGAS, NEVADA

FREIGHT TARGET DATES & TIMES

The tremendous size of the SEMA SHOW 2011 necessitates a scheduled freight move-in plan that ensures an orderly and efficient set-up and maximizes efficient use of available labor personnel

Hence, each exhibitor is assigned a target date and time. This is the deadline time for **ARRIVAL** of your exhibit freight at the Las Vegas Convention Center. Exhibit freight is defined as all material necessary to construct the exhibit. Shipment of product for the display is at our option, and it is not necessary for the product to arrive by the target time. Target times do not apply for hand carry freight or small package shipments.

1. **NEED TO CHANGE YOUR TARGET TIME?** To request a change in target time, fax your request to 702/579-6187 or send via email to ron.pickens@freemanco.com. **REQUESTS MUST BE RECEIVED BY OCTOBER 7, 2011.** We will advise if a time change can be accommodated. For questions, please contact Ron Pickens at ron.pickens@freemanco.com.
2. **ADVANCE SHIPMENTS.** If you ship in advance to the Freeman warehouse, the freight will be at your exhibit space at your prescribed target time.
3. **DIRECT SHIPMENTS TO LAS VEGAS CONVENTION CENTER.** Arrangements must be made with your freight carrier or your own driver to arrive at your assigned target date and time. You are reminded that van lines and common carriers may not be willing to provide Sunday delivery service. All Sunday target time exhibitors are urged to pre-ship to the Freeman warehouse.
4. **ON-TARGET.** If your shipment is checked in according to your target time, you are "on-target", and it is the responsibility of Freeman to see that your materials are unloaded according to your target date and time.
5. **SET-UP TIME.** You may set-up your booth anytime, in accordance with show set-up rules, after your target time. When ordering booth labor, please keep in mind that it may take one to five hours for your freight to clear the marshalling yard, travel to the convention center, get off-loaded at the freight door and delivered to your booth.
6. **MISSED TARGET TIME.** If you miss your target time, you will be required to pay \$10.00/cwt surcharge on material handling.

IT IS TO YOUR ADVANTAGE TO MEET YOUR TARGET TIME. YOU HAVE A PRIORITY ON MANPOWER WHEN YOU ARRIVE ON SCHEDULE.

See the freight target time list for your hall in the Freight Target Times section in this Exhibitor Service Manual for your assigned target date and time.