



FEBRUARY 26-28 • ATLANTA

Show Features & Things to Know

January 29, 2025



AGENDA



- Arrival in Atlanta – Logistics
 - Location
 - Convention Center
 - Shuttle Schedule
 - Parking
 - Badge Pick Up
- Show Schedule
- Show Logistics
- Show Highlights
- Onsite FAQ's

NAFEM CHAT BOT



Have Questions? Ask Rosemary!
Text 'Hi' to 833.684.1698 or Scan the QR Code!



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ARRIVAL IN ATLANTA - LOGISTICS

ARRIVAL IN ATLANTA - LOCATION



- Georgia World Congress Center (GWCC)
 - 285 Andrew Young International Blvd NW, Atlanta, GA 30313
 - Exhibit Halls BC
- Shuttle Availability
 - Starting Feb. 25
 - Running every 20 minutes
 - Embassy Suites Centennial Olympic Park, Hilton Garden Inn, Hyatt Place Centennial Olympic Park, Omni and Signia by Hilton are all within walking distance to GWCC
 - The NAFEM Party – shuttles will run to all hotels with the exception of the SIGNIA by Hilton and the Omni.

ATLANTA LOGISTICS - PARKING

- [GWCC](#)
[Parking](#)
[Reservations](#)



BADGE PICK-UP



- There are three locations to pick up your badge:
 - Airport – *limited times*
 - **West Crossover arrivals lobby, located at the top of the escalators from the plane train between the North and South Terminal baggage claim areas and adjacent to the ATL Airport Information Desk.**
 - Hotel – *limited times* (Signia By Hilton, Hilton Atlanta, Westin Peachtree Plaza, Atlanta Marriott Marquis only)
 - GWCC – Building B Registration Hall

DAY	TIME
Saturday, Feb. 22	8 a.m. – 6 p.m.
Sunday, Feb. 23	8 a.m. – 6 p.m.
Monday, Feb. 24	8 a.m. – 6 p.m.
Tuesday, Feb. 25	8 a.m. – 8 p.m.
Wednesday, Feb. 26	7 a.m. – 5 p.m.
Thursday, Feb. 27	7 a.m. – 5 p.m.
Friday, Feb. 28	7 a.m. – 3 p.m.



SHOW SCHEDULE

SHOW SCHEDULE- TARGETED MOVE-IN



Day	Time
Saturday, Feb. 22	8 a.m. – 6 p.m.
Sunday, Feb. 23	8 a.m. – 6 p.m.
Monday, Feb. 24	8 a.m. – 6 p.m.
Tuesday, Feb. 25	8 a.m. – 6 p.m.


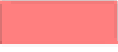







Exhibitor Appointed Contractors – must be pre-registered via Exhibitor Resource Center to avoid delay in move in set-up.

Check-in Desk – all contractors are required to enter the facility at the designated employee entrance in Building B, Level 1 off Magnum Street.

SHOW SCHEDULE – TARGETED MOVE IN



Targeted Floor Plan

	= SATURDAY	2/22/25	8:00 AM
	= SATURDAY	2/22/25	8:00 AM
	= SATURDAY	2/22/25	8:00 AM
	= SATURDAY	2/22/25	1:00 PM
	= SUNDAY	2/23/25	8:00 AM
	= SUNDAY	2/23/25	1:00 PM
	= MONDAY	2/24/25	8:00 AM
	= TUESDAY	2/25/25	8:00 AM
	= NO FREIGHT AISLE		

SHOW SCHEDULE – SHOW HOURS



Day	Time
Wednesday, Feb. 26	9 a.m. – 5 p.m.
Thursday, Feb. 27	9 a.m. – 5 p.m. (8 a.m. – 9 a.m. Training Time)
Friday, Feb. 28	9 a.m. – 3 p.m. (8 a.m. – 9 a.m. Training Time)

- **Training Time**
 - Dedicated time to conduct product training

TRAINING TIME



- **Automatic Access**
 - Channel: buying groups, consultants, dealers, service agents
- **Operator Access**
 - Request access for operators as needed: info@thenafemshow.org
- **Remember**
 - Booth personnel and manufacturers' reps have the same show floor access all show days from move-in through move-out.

TRAINING TIME

- **Three Uses**
 - New **Product Launch**/Training
 - New **Rep** Product Training
 - Basic **DSR (Dealer Sales Rep)** Product Training
- **Messages May Differ**
 - **New Rep & Basic DSR Training** – company information, product line overview, and competitive advantages
 - **New Products** – specific attributes, features, benefits and trend applications

MOVE OUT SCHEDULE



Day	Time
Friday, Feb. 28	3 – 9 p.m.
Saturday, Mar. 1	8 a.m. – 5 p.m.
Sunday, Mar. 2	8 a.m. – 5 p.m.
Monday, Mar. 3	8 a.m. – noon

EMPTY RETURN FLOOR PLAN



Priority Returns – **SOLD OUT**

4 – 6 p.m.

Zone 1 (Blue) -

7 – 9 p.m.

Zone 2 –

(Grey/Silver) 9 – 11:45 p.m.

Zone 3 (Orange) -

7 – 9 p.m.

Zone 4 (Red) –

9 – 11:45 p.m.

Zone 5 (Green) –

7 – 9 p.m.

CustomerSupport@Freeman.com

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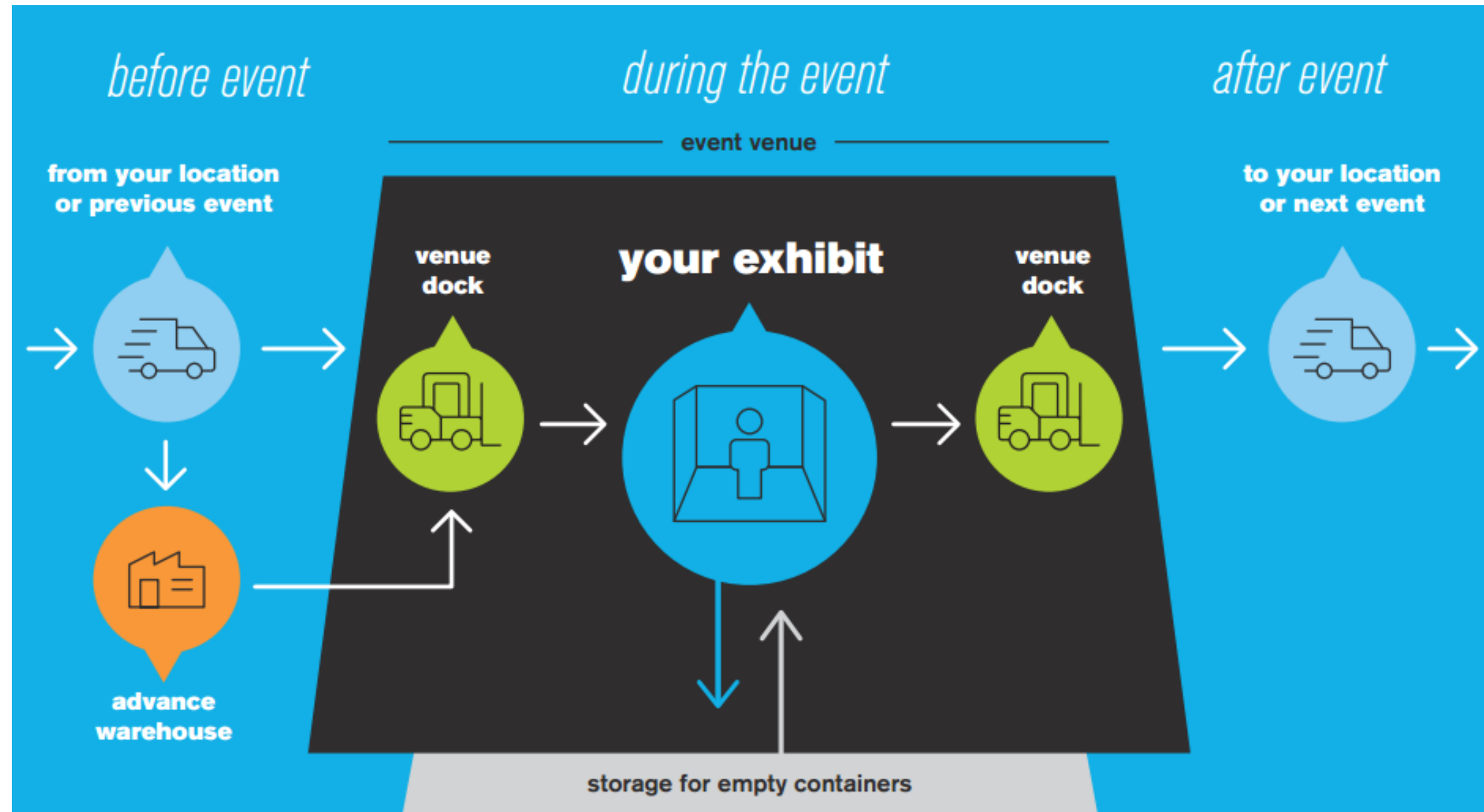
SHOW LOGISTICS

ONSITE TIPS



- First thing...go to your booth, check everything has arrived
- Obtain empty stickers from Freeman Exhibitor Service Desk
- If ordered labor, check in with Freeman Exhibitor Service Desk
- Bring all tracking numbers and order confirmations
- Wear comfortable shoes
- Look for your onsite concierge team (NAFEM, Freeman and Edlen) for assistance

EXHIBITOR FREIGHT



REFRIGERATED/FROZEN STORAGE – FREEMAN



- Material handling rates apply
- Complete refrigerated & frozen storage form if needed
- Billed based on total cubic footage
- Mark shipment **frozen** or **refrigerated**
- To schedule onsite deliveries, email exhibitorsupport@freeman.com
- Deliveries to/from storage are billed per trip

LABOR – FREEMAN

- Labor start time guaranteed for **ADVANCE** orders
- Confirm forklift and labor orders at the Exhibitor Service Center
- Once confirmed, labor dispatch when available
- Required for rigging

UNION JURISDICTIONS IN ATLANTA



- Full-time employees
- Exhibitor-Appointed Contractors (EACS)
- Hand-carrying into the exhibit hall
- Privately Operated Vehicles (POVs)

CLEANING/PORTER SERVICE – FREEMAN



- Place booth vacuuming, porter service, and high-touch surface cleaning orders at least 24 hours prior to show opening
- Porter Service includes:
 - Emptying wastebasket
 - Checking of exhibit area every 2 hours during show hours
 - Dedicated porter service available upon request
 - Vacuuming not included (order separately)
- High-Touch Surface Cleaning includes:
 - Disinfection and sanitization wipe down of all common high touch surface areas (chairs, countertops, and tables) with cleaning solution that meets Global Biorisk Advisory Council (GBAC) standards

MATERIAL HANDLING – FREEMAN



- Includes:
 - Receipt of freight at advanced warehouse or show site
 - Delivery of freight to your booth
 - Removal/Storage/Return of empty crates
 - Pick up of crates & delivery to loading dock
 - Freight loaded onto carrier

A few tips:

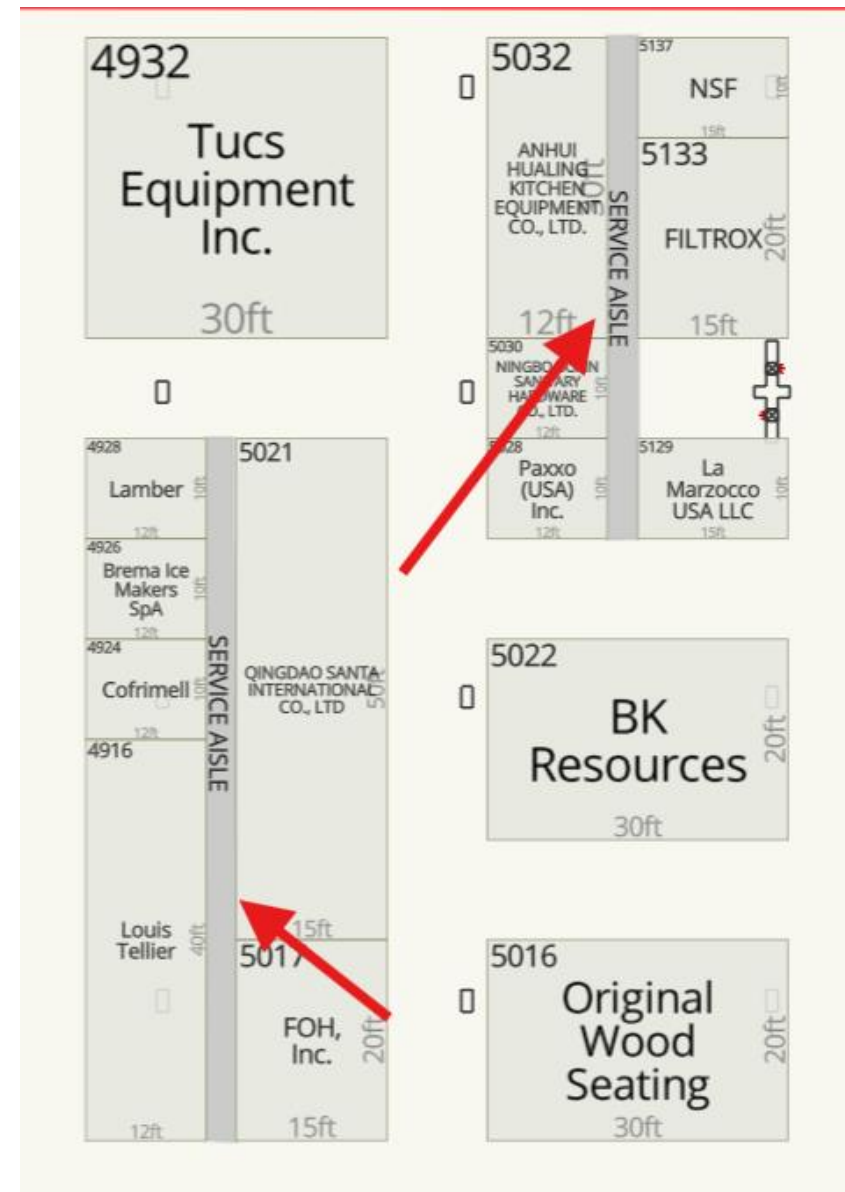
- Ship to the Advance Warehouse!
- Consolidate shipments
- Avoid special handling fees
- Bring tracking numbers
- Direct to show shipments
- Bill of Lading
- Certified weight tickets
- Properly label freight

Material Handling

Material Handling Type	Price
Material Handling	\$1.07 / LB
Material Handling - 10 lbs and under	\$0.00 / LB
Material Handling - After Deadline	\$1.34 / LB

FLOOR PLAN – SERVICE AISLES

- Not part of your booth
- Not for storage



UTILITIES – EDLEN (GWCC)

- **Electrical, water, air and gas all must be ordered through Edlen, the official utilities provider at the GWCC**
- Electrical installation is completed based on targeted exhibitor move-in schedule
- Discount deadline – Feb. 5

FIRE WATCH & MULTI-LEVEL EXHIBITS



- **Fire Watch**

- If you plan to operate any ovens, fryers or other cooking equipment, the [cooking request form](#) must be submitted to GWCC to ensure fire watch is provided for your space.
- The Exhibitor is required to provide Fire Watch (through GWCC Dept. of Public Safety) within the booth space if the covered or enclosed area is 300 square feet or more. Personnel providing Fire Watch services must be supplied with a Class 2A10BC Fire Extinguisher in each covered or enclosed area. Personnel must be trained in the use of extinguishers.
- Fire watch secured directly through Heather Kulla, HKulla@GWCC.com

- **Multi-Level Exhibits**

- Floor plans must be submitted to info@thenafemshow.org to submit for Fire Marshal review and approval by GWCC.
- **Booth diagram must have a licensed structural engineer's stamp of certification**

BOOTH VIOLATIONS

- Rules & Regulations
- Move In – Floor Managers to Walk the Floor

FREE ATTENDEE-DRIVEN & EXHIBITOR-DRIVEN LEAD RETRIEVAL



- Exhibitor Registration Dashboard
 - [Resource Video](#)
- Attendee-Driven Lead Retrieval (ADLR)
 - QR code signs provided onsite to each booth
- Exhibitor-Driven Lead Retrieval (CompuLead App)
 - Activation codes sent to trade show contact on Dec. 6
 - Need code re-sent? +1.708.786.5565 or nafem@csreg.zohodesk.com

FREE ATTENDEE LIST

- Accessible via the Exhibitor Resource Center – Exhibitor Registration Dashboard
- [Resource Video](#)
- Only available through NAFEM – FREE



NAFEM Approved Supplier List



- Freeman - has access to MYS - Official Show Contractor
- Edlen - has access to MYS - Utilities
- National Plant & Floral
- f-stop photography
- Levy - Catering
- EACA - Exhibitor Appointed Contractor
- Rock It Cargo - International Shipping
- Lowe Refrigeration
- onPeak Housing
- Compusystems - Registration
- CCLD - Internet
- Rainprotection Insurance - Additional Insurance Needs



LUNCH FOR YOUR BOOTH PERSONNEL



- Concessions available on the show floor (purple F&B areas on floor plan)
- Lunch service through Levy Catering
 - Order in advance and have it delivered to your booth
 - Menus available in Exhibitor Resource Center

HOTEL ACCOMMODATIONS



- [Reserve Hotel Rooms](#)
- The deadline for discounted pricing is Feb. 3
- Housing Questions?
 - Contact our official housing coordinator, onPeak, at +1.855.203.6329 or NAFEM@onpeak.com

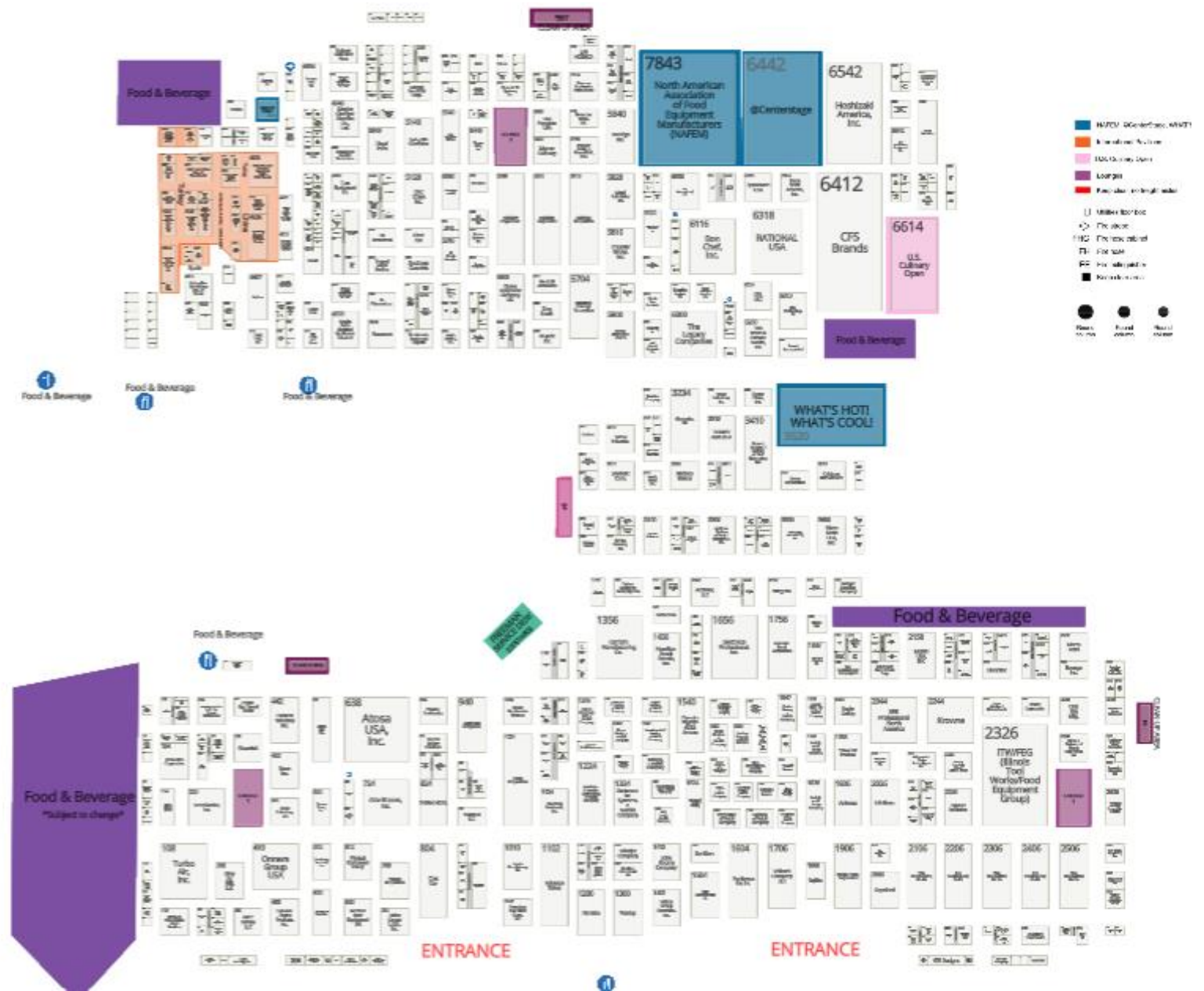
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SHOW HIGHLIGHTS

SHOW HIGHLIGHTS – FLOOR PLAN

- [2025 Floor Plan](#)
- @Centerstage
- WHAT'S HOT! WHAT'S COOL!™
- U.S. Culinary Open
- Headshot Lounge
- Relax + Recharge Lounges
- NAFEM Booth
- Hosted Buyer Program



SHOW HIGHLIGHTS – NETWORKING OPPORTUNITIES



- The Kick-Off Party (GWCC, Hall B1)
 - Tuesday, Feb. 25, 6:30 – 8:30 p.m.
- The NAFEM Party (Mercedes-Benz Stadium)
 - Thursday, Feb. 27, 7 – 11 p.m.
 - Featuring OneRepublic
 - Concert only tickets available, 9 – 11 p.m.
- Show floor receptions
 - Wednesday, Feb. 26, 3 – 5 p.m.
 - Thursday, Feb. 27, 3 – 5 p.m.
 - Food and alcohol are permitted
- Relax + Recharge Lounges – Booths 324, 2526 and 5540

NAFEM SHOW APP



- Show app
- [Downloadable](#) in Apple and Google Play Stores
- Update your company profile
 - Company description
 - Logo
 - Videos
 - New product showcase
- Used to navigate the show
 - Find exhibitors
 - Find products
 - General show information
 - Connect with exhibitors and other attendees
- New this year! Booth Demos & In-Booth Receptions

IMPORTANT DATES



- Jan. 31
 - Deadline to submit meeting space form
- Feb. 3
 - Housing discount deadline
- Feb. 5
 - Edlen utility discount order deadline
- Feb. 7
 - Levy booth catering discount deadline
- Feb. 17
 - Last day Freeman accepts crated, boxed or skidded materials at the advance warehouse without additional charge.
- Ongoing
 - [Exhibitor education webinar & video series](#)
 - <https://www.thenafemshow.org/>




Q&A

info@thenafemshow.org

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