



### What is material handling?

### How do I get it?

### What if I'm exhibiting outdoors?

### What if I'm exhibiting in a meeting room or hospitality suite?

### Why did NAB move to this new flat fee model?

### How did NAB determine that this new fee structure would be the best solution?

### Is unlimited material handling optional?

### Will I still pay overtime charges if my shipment comes in on a weekend or an extra fee if my properties are pad wrapped or require special handling?

## Unlimited Material Handling

### A lower cost fixed fee that's simple and easy-to-budget

Starting in 2019, NAB is launching unlimited material handling to all Exhibitors who purchase exhibit space at NAB Show.

For a rate of just \$3.85/sq.ft., Exhibitors will receive unlimited material handling. This new, simple, fixed rate plan, covers any and all items you bring into the show — regardless of quantity, weight or volume.

## Frequently Asked Questions

Material handling is the unloading of your materials at the dock, delivery to your booth, storage of empty containers, and reloading of those materials back onto your outbound carrier or personally owned vehicle.

It's easy! Unlimited material handling is included with your purchase of an indoor booth space. Step #3 of the Electronic Exhibitor Agreement shows your calculation.

Rates for outdoor Exhibitors will be announced shortly after the 2018 NAB Show.

Rates for meeting rooms and hospitality suites will be announced shortly after the 2018 NAB Show.

Exhibitors complained that material handling was too expensive, it limited what they could bring into the show, and rates were complicated and difficult to budget. The new unlimited fixed fee is predictable, easy to budget, and unlimited — you can bring in whatever you want regardless of weight, size, or volume.

Without this new model, in 2019, Exhibitors collectively would have paid 65 percent more for material handling services.

NAB's new material handling rate structure is the result of a year-long study conducted on behalf of NAB by Tradeshow Logic with the support of the NAB Exhibitor Advisory Committee. Tradeshow Logic studied show operations, analyzed data and listened to feedback from Exhibitors and their Exhibitor Appointed Contractors.

A variety of different fee structures were considered and the impact analyzed. The fixed fee for unlimited material handling solved the most Exhibitor pain points for the most Exhibitors.

No. Unlimited material handling now comes as a feature of your booth space for just \$3.85/sq.ft.

To achieve the unprecedented savings that we are able deliver, we had to change the process to reduce the costs. The flat sq.ft. fee universally applied to all Exhibitors simplifies and streamlines the management, tracking, and invoicing the of the service, which makes it possible for us to make unlimited material handling affordable for all Exhibitors.

No. There will not be any overtime or special handling charges.

**What other freight charges might I pay?**

### **Shipping**

Shipping is different than material handling. You will still pay your carrier to transport your materials to and from the convention center.

### **Advance Storage**

If you wish to store your materials at the advance warehouse, you may do so at a cost of \$6.00/cwt., based upon a 200lb. minimum per shipment.

### **Booth Work**

Any booth work performed will be at the Exhibitors' expense. Examples of booth work include lifting headers, positioning displays/equipment, or any work which requires special equipment, such as a crane, and/or any freight which requires assembly, unskidding, uncrating, or unbolting, or stacking.

### **Target Date**

Your shipment does need to arrive on your target date. A schedule will be published in the Exhibitor manual. Adhering to the target schedule is critical for the effective move in/out of the show. If you miss your target date, there is a late charge of \$15.00/cwt., based upon a 200lb. minimum.

**Can I still hand-carry my materials?**

Of course, you can hand-carry your display materials, but you don't have to. Material handling is now affordable and is included when you purchase your space.

**How do I figure out if this new model is really saving me money?**

NAB has enlisted a group of industry experts from Tradeshow Logic who are on stand-by to answer your questions and who will help you evaluate the impact of the new material handling model, as well as to help you take advantage of the other savings opportunities and improvements that NAB has created.

Tradeshow Logic is an unbiased, third party, who only has the Exhibitors' best interests in mind. This service is being provided by NAB to Exhibitors at no charge.

If you have questions or wish to set up an appointment with one of the Tradeshow Logic consultants, please email [NABCares@nab.org](mailto:NABCares@nab.org).

**What happens if I order a custom rental exhibit, which previously included material handling?**

Your material handling is now paid for up front at the rate of \$3.85/sq.ft. at the time you purchase your space and will not be included in the price of your rental exhibit.

If you'd like a quote on a rental exhibit, contact Ed Allen at [ed.allen@freemanco.com](mailto:ed.allen@freemanco.com).

**I don't need material handling services, why do I have to pay for it?**

By changing to a flat sq.ft. universally applied fee, we simplified and streamlined the management, tracking, and invoicing of the service — which is in large part what has enabled us to provide Exhibitors with unprecedented savings.

While it is true that a minority of Exhibitors will now pay for a service they have not used in the past, we hope that having access to unlimited material handling will make you think differently about how and what you display to attract and engage attendees. We want you to exhibit the way you need to exhibit to generate more leads and to effectively market your products/services.

**Why isn't this just built into my space rate?**

We listed the material handling cost separately to be transparent, so that you can easily evaluate the impact of the new material handling fee structure.

**Isn't \$3.85/sq.ft. a lot to pay for a 10' x 10' booth?**

Through our collective study of Exhibitors' past orders, we determined that Exhibitors with less than 250 sq.ft. paid an average of \$5.00/sq.ft. (\$500 per 10' x 10'). Under the new model, they pay \$3.85/sq.ft. (\$385 per 10' x 10').

**What are the other new programs and initiatives that NAB is planning?**

Material handling is just one of the ways that NAB is seeking to reduce exhibitor costs and make it easier to exhibit.

Other items identified as major pain points in the study are also being addressed:

- Electric outlet prices will include materials and labor.
- Rigging and sign hanging supplies will be provided at no additional cost.
- Exhibitors who order labor can order the dismantle labor on an hourly basis rather than being automatically invoiced at 50 percent of the installation labor.
- Independent, unbiased industry experts are available to provide advice and help you exhibit more cost effectively.
- Detailed pre-show estimates will be prepared for more accurate budgeting and forecasting.