



Welcome

Dear Techtextil North America / Texprocess Americas 2020 Exhibitor:

We are pleased you will be joining us for the 17th edition of Techtextil North America and the 5th edition of Texprocess Americas to be held October 1-3, 2020, at the Georgia World Congress Center in Atlanta, Georgia.

This manual is designed for your convenience and to give you the necessary information for your participation in the 2020 Techtextil North America / Texprocess Americas shows. Please read this manual carefully to familiarize yourself with all of its contents. Enclosed is a list of the official show contractors and vendors providing the appropriate order forms if needed. Please place your orders early to ensure availability of desired items and to maximize cost savings.

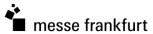
It is important that the Exhibitor Manual be reviewed by the person directly responsible for participation in the show. Your assistance in meeting deadlines is greatly appreciated.

If you have any questions or concerns, please do not hesitate to contact us. We are here to help you through the show planning process.

We look forward to seeing you in Atlanta!

Sincerely,

The Techtextil North America / Texprocess Americas Team Messe Frankfurt, Inc.





Show Location

Georgia World Congress Center

Halls B4, B5, BC 285 Andrew Young International Blvd., NW Atlanta, GA 30313-1591

Phone: +1 (404) 223-4300 Fax: +1 (404) 223-4311 Website: <u>www.gwcc.com</u>

Parking

Please <u>click here</u> to view our parking options and directions.

Important Dates and Schedule

Exhibitor Move-In

Wednesday, September 30	8:00 – 17:00
Thursday, October 1	8:00 - 18:00

Exhibitor Badge Pick-Up

Wednesday, September 30	8:00 – 17:00
Thursday, October 1	8:00 – 16:30

Show Hours

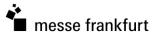
Thursday, October 1	10:00 – 17:00
Friday, October 2	10:00 - 17:00
Saturday, October 3	10:00 – 15:00

Exhibitor Move-Out

Saturday, October 3	15:01 – 22:00
Sunday, October 4	8:00 – 17:00

*Please note:

- Early move-in is only available upon request.
- Any exhibitor who starts to pack or dismantle their booth prior to 15:01, October 3, 2020, will be charged a fee of \$1,000.00.









Important Dates and Schedule continued...

Symposium Hours

Thursday, October 1	Friday, October 2	Saturday, October 3
8:45 – 10:15	8:45 – 10:15	8:45 – 10:15
10:45 – 12:15	10:45 – 12:15	10:45 – 12:15
14:00 – 15:30	14:00 – 15:30	

Official Service Contractor

Freeman

841 Joseph E. Lowery Blvd NW

Atlanta, GA 30318 Tel: +1 (404) 253-6494 Fax: +1 (469) 621-5610

Email: FreemanAtlantaES@freemanco.com

Website: www.freemanco.com

Freeman is able to provide you with the following services & products:

AUDIO VISUAL CARPET & CLEANING

FURNITURE & ACCESSORIES DECORATIONS

DISPLAY LABOR DRAYAGE

MATERIAL HANDLING RENTAL EXHIBITS

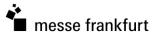
RIGGING & FORKLIFT SIGNS

Show Colors

Show Colors

Techtextil North America - Texprocess Americas -

Pipe & Drape: Grey / Aisle Carpet: Blue Pipe & Drape: White / Aisle Carpet: grey









Show Management Contact Information

Messe Frankfurt, Inc.

3200 Windy Hill Rd, Suite 500 West • Atlanta, GA 30339 Tel: +1 (770) 984-8016 • Fax: +1 (770) 984-8023

SHOW DIRECTOR Kristy Meade

Show Director

Tel: +1-(770) 984-8016 x 2424

Kristy.Meade@usa.messefrankfurt.com

SALES Sarah Hatcher

Sales Manager

Tel: +1-(770) 984-8016 x 2403

Sarah.Hatcher@usa.messefrankfurt.com

OPERATIONS Carina Whitaker

Director of Operations

Tel: +1-(770) 984-8016 x 2438

Carina. Whitaker@usa.messefrankfurt.com

Courtney Baker

Senior Operations Coordinator Tel: +1-(770) 984-8016 x 2420

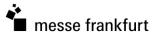
Courtney.Baker@usa.messefrankfurt.com

MARKETING Ali Rosenberger

Marketing and Conference Manager

Tel: +1-(770) 984-8016 x 2428

Ali.Rosenberger@usa.messefrankfurt.com





texprocessAMERICAS



Official Contractors

Audio Visual & Computer Rental

@ Your Service Attn. David Harvey Tel: +1-(504) 830-4565 Fax: +1-(504) 830-4581 engorders@gwcc.com www.gwcc.com

Catering Service

www.gwcc.com

Georgia World Congress Center
Levy Restaurants
285 Andrew Young International Blvd.
Atlanta, GA 30313
Tel: +1-(404) 223-4500
foodservicesgwcc@gwcc.com

Compressed Air, Water, Drain & Gas

Georgia World Congress Center 285 Andrew Young International Blvd. Atlanta, GA 30313 Tel: +1-(404) 223-4800

Fax: +1-(404) 223-4813 engorders@gwcc.com www.gwcc.com

Electrical / Lighting

Georgia World Congress Center 285 Andrew Young International Blvd. Atlanta, GA 30313

Tel: +1-(404) 223-4800 Fax: +1-(404) 223-4813 engorders@gwcc.com www.gwcc.com

<u>Floral</u>

TLC.
121 Pine Drive
Stockbridge GA 30273
Tel: +1-(770) 507-6777
Fax: +1-(770) 474-4676
plant@tlc-florist.com
www.tlc-florist.com

International Freight Forwarder

Masterpiece International
Attn: Carley Jones
Tel: +1 (310) 321-1050
cjones@masterpieceintl.com
www.masterpieceintl.com

Material Handling and Transportation

Freeman Attn. Robyn Sholar 841 Joseph E. Lowery Blvd NW Atlanta, GA 30318

Tel: +1-(404) 253-6494 Fax: +1-(469) 621-5610

<u>freemanAtlantaES@freemanco.com</u> <u>www.freemanco.com</u>

Official Show Decorator

Freeman
Attn. Robyn Sholar
841 Joseph E. Lowery Blvd NW
Atlanta, GA 30318
Tel: +1-(404) 253-6494
Fax: +1-(469) 621-5610

<u>freemanAtlantaES@freemanco.com</u> <u>www.freemanco.com</u>

Registration & Lead Retrieval

Convention Data Services (CDS)
Attn. Candace Nicolo
Tel: +1-(800) 743-0570

<u>cnicolo@cdsreg.com</u> Lead Retrieval:

www.xpressleadpro.com/fe2/index.php?sc=ttna0520 www.xpressleadpro.com/fe2/index.php?sc=ttpa0520

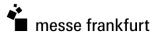
Telecommunications

CCLD

285 Andrew Young International Blvd.

Atlanta, GA 30313 Tel: +1-(404) 222-5500

info@ccld.net www.ccld.net







Before the Show...

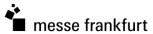
- Read your Exhibitor Manual It contains all the details, regulations and forms you will need to be prepared on-site.
- Show Checklist Use this form to keep yourself in check while planning the details of your participation. Don't miss a single deadline or forget to order a service! It will save you both time and money.
- Freight Be aware of shipping deadlines to avoid late or unnecessary charges. Use preprinted labels to ensure proper delivery of your items.
- Registration Register your booth staff online. For lead retrieval, please use the link below:

Texprocess Americas: www.xpressleadpro.com/fe2/index.php?sc=ttpa0520
Techtextil North America: www.xpressleadpro.com/fe2/index.php?sc=ttpa0520

• Advertise and Promote – Use online marketing, newsletters, direct mail, e-cards, press releases, telemarketing, industry publications and more to get the word out about your participation in the show.

During the Show...

- Interact with Attendees Make an effort to greet all attendees with a polite and outgoing attitude. Be proactive! Don't sit, read, eat or talk on the telephone in your booth you might miss out on potential prospects.
- Lead Retrieval Keep track of the attendees who visit your booth so you can contact them later. Lead management will be one of the most important components of a successful show.
- Provide Incentives Give attendees a reason to visit your booth! Promote a new product, hand out giveaways, host a special party, or offer drinks and snacks. Be creative in your promotions and draw quality visitors to your booth.







After the Show...

- Follow Up with your Leads Contact the attendees who visited your booth. Send them more information about your products and maintain the relationship you developed at the show. Often times the key to your success at a trade show depends on how you follow up with your leads.
- Evaluate your Participation Determine what types of promotion worked for increasing booth traffic, etc. Analyze the overall success of the show learn from your mistakes as well as your successes!
- Post-Show Meeting Arrange a meeting after the show with your sales, marketing and
 operations team. Discuss your follow up plan, what worked, and what you can improve on
 to increase your recognition and sales.

Anytime...

 Questions? – Contact us anytime! Look for the Show Management contact information in this manual or send an email to: ttnasales@usa.messefrankfurt.com
 or ttnasales@usa.messefrankfurt.com

Booking Your Flight through Delta

To receive a discount on tickets when booking your flight for the show through Delta, please use the Delta Meeting Event Code: **NMU2Y**.

