



**Freeman 101: Services, Deadlines,
Costs & On-Site Planning
Kelsey Keller | Rachelle Muckle
Cassandra Cothron, Freeman**

AGENDA

Freeman billing + service planning flow

The session follows the exhibitor lifecycle: plan, order, ship, work onsite, review, and close out.

Plan → Order → Ship → Work onsite → Review → Close out

1

FreemanOnline + Service Kit
Where to order and how to find key service resources.

2

Advance ordering + estimates
Deadlines, discount pricing, quotes, and estimate assumptions.

3

Billing categories
Material handling, labor, electrical, freight, rentals, rigging, and I&D.

4

Shipping+ material handling
Advance warehouse, direct-to-show, labels, rates, and handling flow.

5

Labor + onsite changes
Straight time/overtime, supervision, change orders, and show-site requests.

6

Move-out + closeout
Carrier timing, outbound paperwork, reroutes, and final invoice updates.

7

Avoiding surprises
Common misconceptions and tips to reduce unexpected costs.

8

Resources + Q&A
Where to go for Freeman help, NAB resources, and exhibitor support.

Goal: help exhibitors understand invoices before they become final — not just after charges appear.



Key Takeaway's:



Order before deadlines.



**Review services with
Freeman pre-show.
Confirm payment
responsibility.**



**For any issues, reach
out to NAB Show New
York team.**

Order Freeman Services Early

Take advantage of advance
order discount rates

Discount deadline

September 21, 2026 at 11:59pm ET



Non-Freeman Services: Specialty Contractors



Cleaning

Javits Center



Electrical

Javits Center



Floral and Plants

Matles Florist



Food and Beverage

Cultivated



Insurance

RainProtection



Lead Retrieval

Maritz



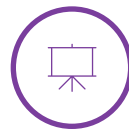
Plumbing

Javits Center



Security

Citadel



Showcases

American Fixture & Display



Telephone and Internet

Javits Center

Javits Center is the exclusive provider of cleaning, electrical, internet and telecommunications, and plumbing

Freeman: Official Services Contractor

Flooring



Furnishings



Display Labor



Overhead Rigging



Shipping Services



Material Handling



Forklift and Ground Rigging



Exhibit Solutions



Audio Visual



Labor Services



New York Labor Jurisdictions

FULL-TIME EMPLOYEES OF EXHIBITING COMPANIES MAY:



Hand Carry & Privately Owned Vehicles

Hand carry cartons, packages and pop-up displays of 10 feet or less; a personal dolly may be used and hand carts are prohibited. Privately owned vehicles have a 45-minute limit in the Inner Roadway



Booth & Carpet Installation & Dismantle

Install and dismantle their own exhibit and carpet in booths of 250 sqft or less when the display is tool-free, ladder-free and can be hand carried by one person



Product & Literature

Unpack and repack cartons, not crates, and set, stock and distribute their own product and literature



Equipment & Devices

Plug in their own devices for properly ordered 110 volt service of 500 watts or less, and test and tune their own equipment

FULL-TIME EMPLOYEES MAY NOT:

- Use ladders, tools, or motorized equipment
- Install signs, hanging signs, or truss
- Mount monitors, TVs, or LED screens
- Do electrical, plumbing, or rigging work

Booths larger than 250 sqft:

- Exhibitor staff may not build or dismantle the booth
- Freeman or a registered EAC must do the work
- EACs must register with Show Management

[Review the complete list of 2026 Union Rules and Labor Regulations](#)

What Exhibitors May Do by Booth Size

The table below outlines the work exhibitors may perform themselves, and where Freeman labor is required based on booth size.

Task	Under 250 sqft	Over 250 sqft
Hand-carry small items (with approved cart)	Approved	Approved
Install/dismantle pop-up exhibit (tool-free, ladder-free, one person)	Approved	Requires labor
Carpet installation and dismantle	Approved	Requires labor
Unpack/repack cartons (not crates)	Approved	Approved
Test and tune their own equipment	Approved	Approved
Plug in own devices on ordered 110V service of 500 watts or less	Approved	Approved
Connect modems, printers, computers and keyboards	Approved	Approved
Run own communication cable between machines in the same booth	Approved	Approved
Install/dismantle own lights (no ladders or tools, 500 watts or less)	Approved	Requires labor
Connect up to 14 computer/telecom devices to electrician-run cables	Approved	Approved
Mount monitors and TVs to a wall or stand	Requires labor	Requires labor

Display Labor Services

Skilled professionals assemble, adjust, reposition, and dismantle exhibit booths and displays. Order display labor for tasks requiring tools, ladders, mechanical assistance, or work that exhibitors are not permitted to perform under venue or labor rules and regulations.

- Display labor rates are per person/per hour
- Start time guaranteed only when labor is requested for the start of the working day
- Check-in at exhibitor service center for labor calls not requested for the start of the working day
- If you need to cancel labor, it must be completed in writing; 24 hours in advance
- Freeman supervised labor will be completed prior to show opening and before the hall must be cleared



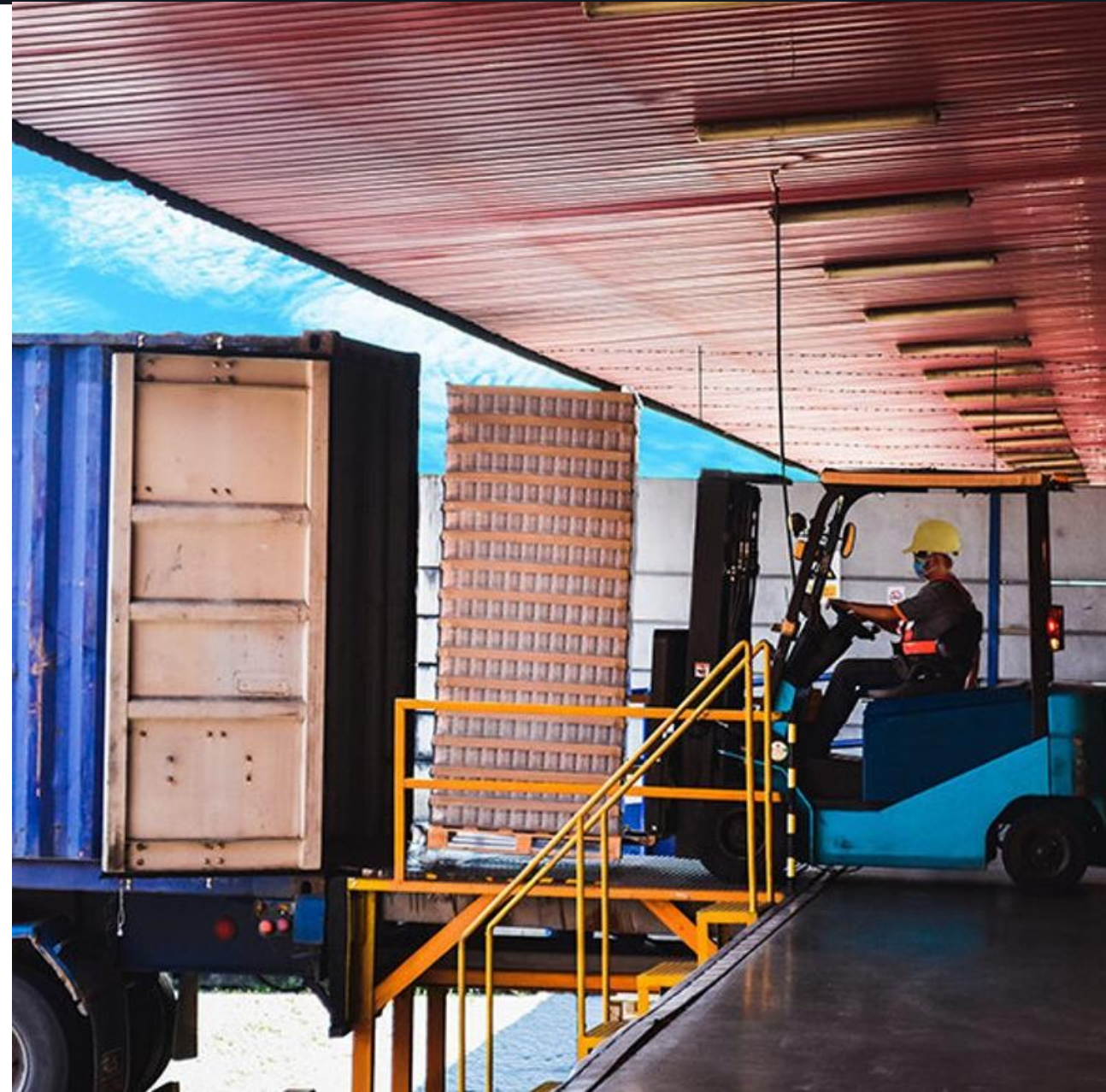
Hanging Signs and Overhead Rigging

- Check exhibit hall rules and guidelines
- Rate is per crew/per hour
- Start time guaranteed only at the start of each working day; One hour min and half hour increments thereafter
- Exhibitors must submit a signed Structural Integrity form; include set-up instructions with the order form and with sign crates
- Arrange for shipping to the advance warehouse, use the hanging sign shipping label

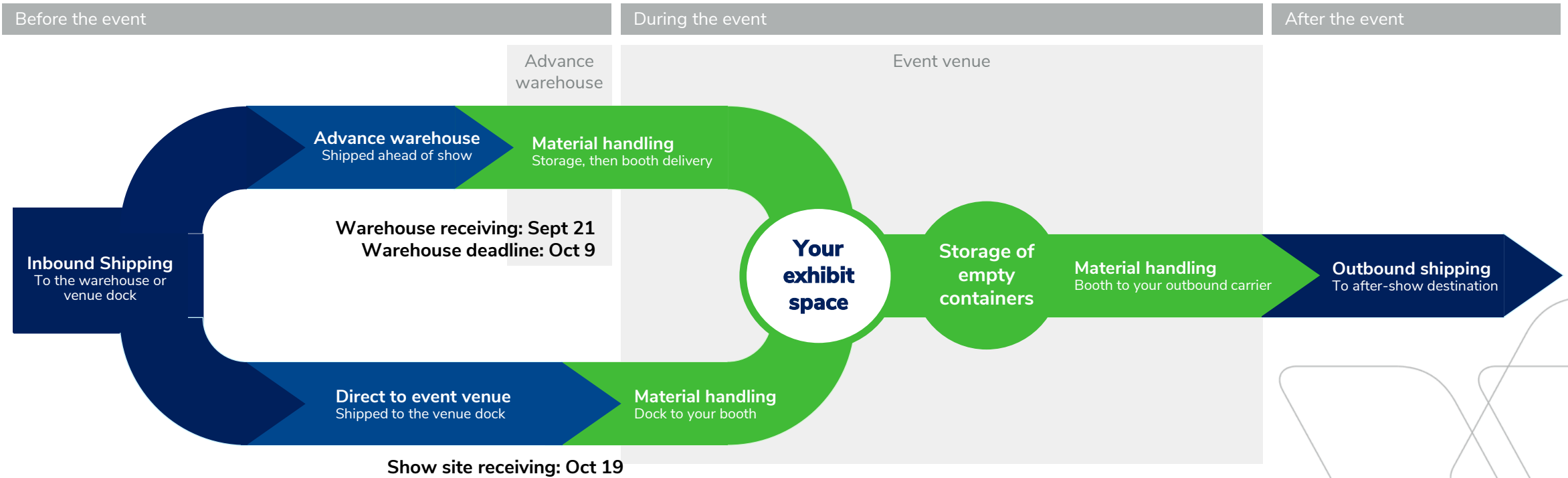


Material Handling Services

- Weight-based billing model
- Shipments are charged per pound
- Shipments under 10lbs are FREE!
- Helpful [budgeting calculator](#) available on FreemanOnline®



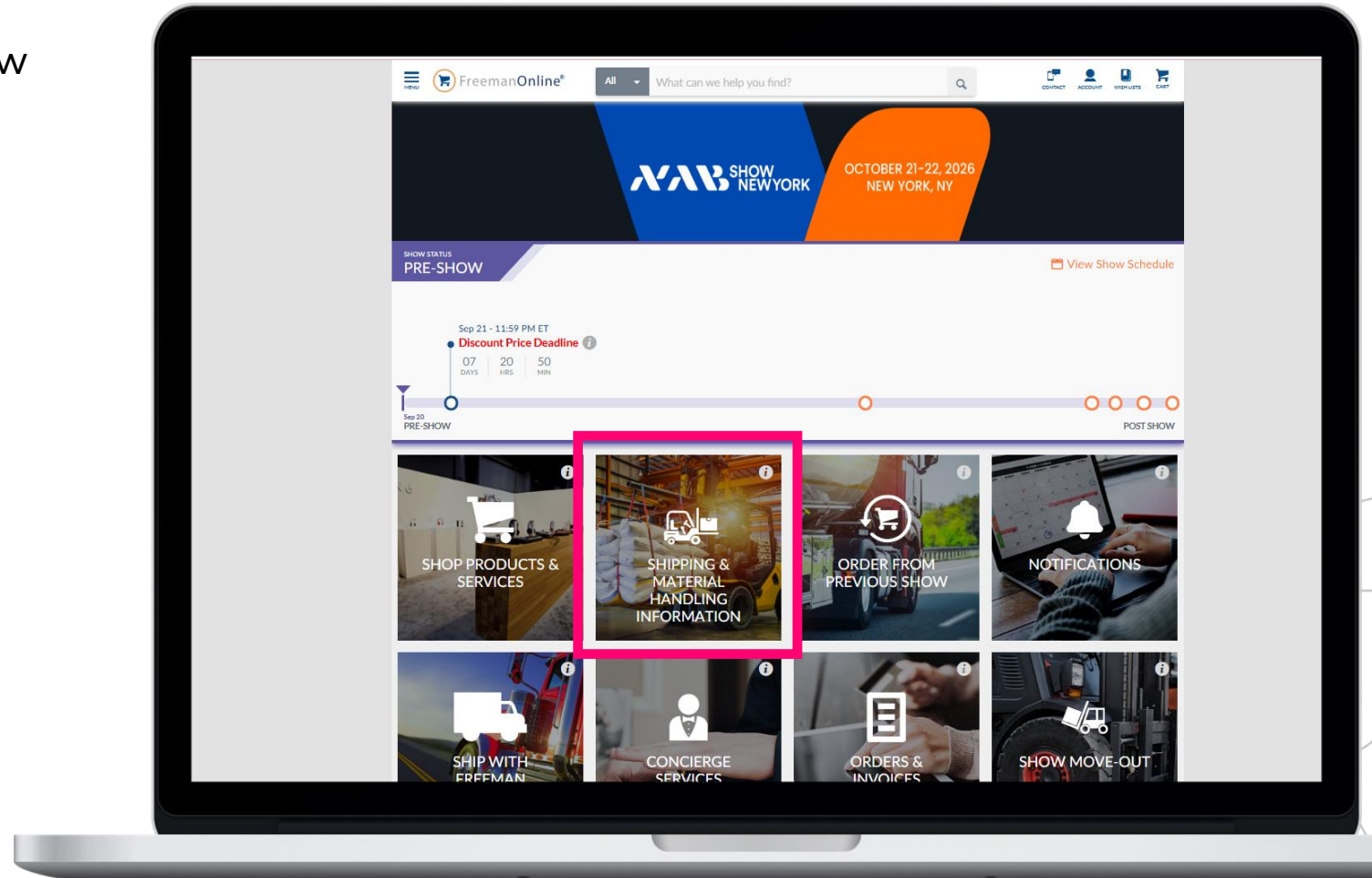
Shipping and Material Handling Overview



Note: The Freeman warehouse will be closed Monday, October 12, 2026 in observance of Columbus Day

Shipping and Material Handling Information

- Shipping and material handling overview
- Material handling rates
- Shipping labels
 - Warehouse and show site labels
 - Hanging sign labels
- Access storage
- Marshalling yard information
- Empty storage details
- Outbound shipping information

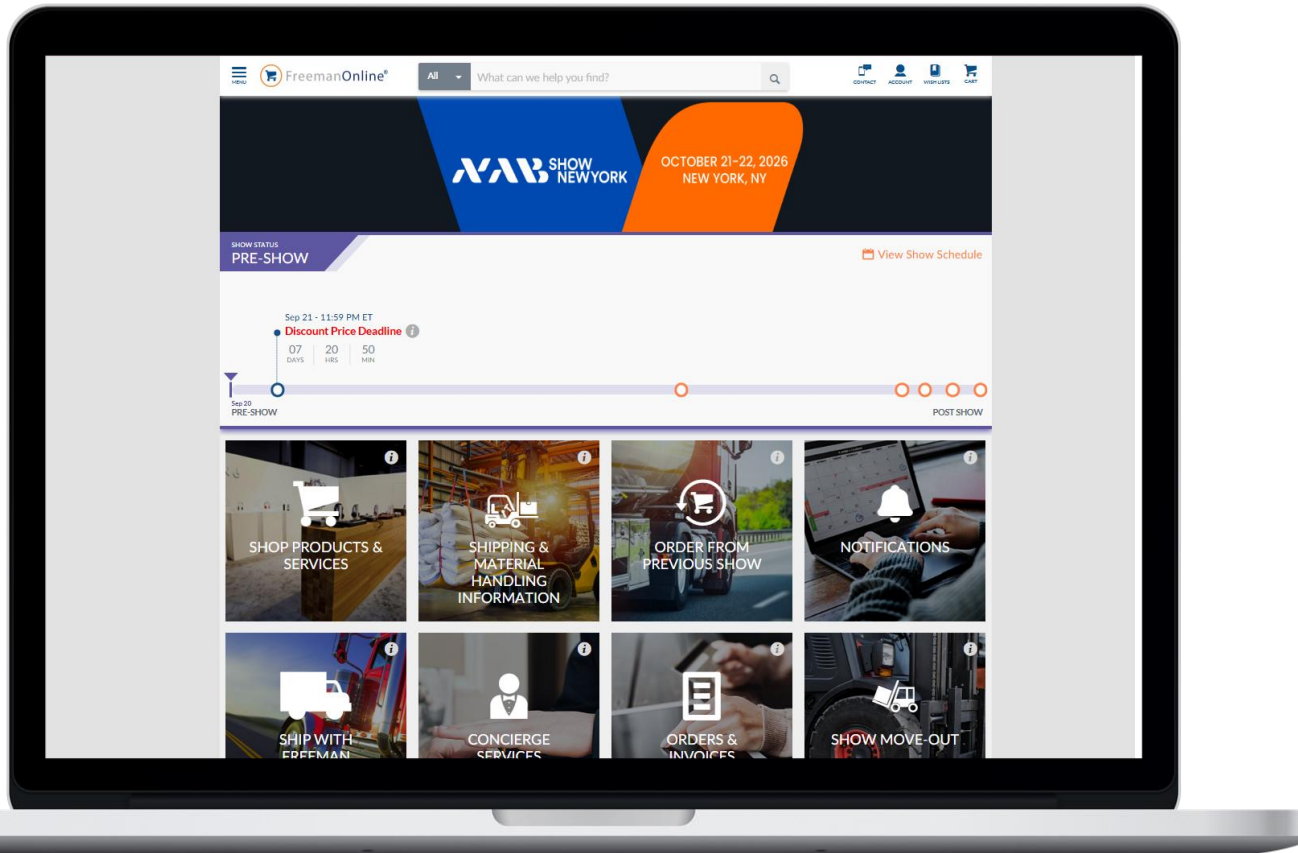


Invoicing and Payments

- How and when we invoice
- Add method of payment when placing orders
- Pre-show orders bill at order placement
- Show site services bill after completion
- Pay by link through Freeman's payment portal



Pre-Show Orders



- Products ordered on FreemanOnline® or through Freeman Customer Service before the event are invoiced at the time the order is placed
- Invoices are emailed to the contact provided and posted in the “Orders & Invoices” tile on FreemanOnline®
- Exhibitors with payment information on file will be charged immediately
- Exhibitors without payment information on file receive a balance due invoice payable through Freeman Pay

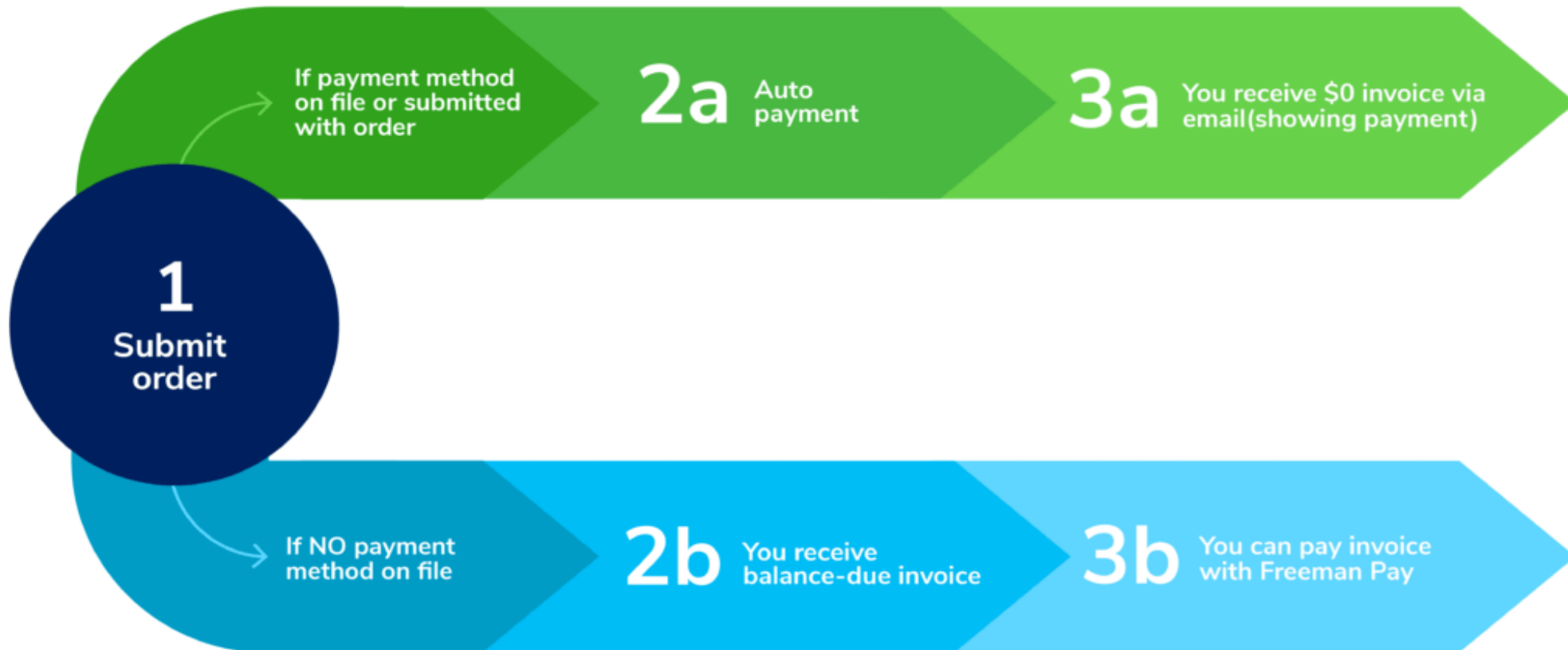
Select Services and Show Site Orders

Select services are invoiced after they have been completed at show site

- When placing advance orders, you will not be billed for or receive invoices for show site services such as labor and material handling until you are at the event and the service has been completed
- Orders placed at show site will be charged at the time of order placement and/or after service completion



Payments and Invoicing Overview



Note: Labor and material handling that is performed at showsite will be invoiced when its complete.

Invoice Details

1. They're digital! Electronic, touchfree invoices delivered from one secure e-mail address* and posted to FreemanOnline® throughout your event (invoice@freeman.com)
2. Invoice balance due shown at the top of each page with event information more visible
3. Unique invoice number with date when the invoice was generated
4. Summary categories hyperlink to invoice detail for easy navigation

1

Hello!

2

Invoice Balance Due **\$7,062.84** USD

FREEMAN EVENT OCT 22
Booth # : 1
Las Vegas Convention Center
09/01/2022-09/30/2022

3

Freeman

Invoice # 400000017489
Invoice date 09/21/2022
Print date 09/26/2022
Job # 517234
PO # / Reference # 280000419
Invoice Total **\$7,162.84** USD

Customer #448905
TEST COMPANY
DONALD DUCK
1600 VIECORY DR
DUBLIN, OH 43017-1091, US
123-456-7890
Donald.Duck@test.com

Bill To #448905
TEST COMPANY
DONALD DUCK
1600 VIECORY DR
DUBLIN, OH 43017-1091, US
123-456-7890
Donald.Duck@test.com

4

Invoice Summary

Category	Discount	Subtotal	Tax Amt	Total
FABRICATION AND SERVICES	\$0.00	\$636.75	\$62.09	\$698.84
GRAPHICS TOTAL	\$0.00	\$6,000.00	\$464.00	\$6,464.00
Total at List: \$6,636.75				

5

Non-taxable Amount	\$0.00
Taxable Amount	\$6,636.75
Subtotal	\$6,636.75
Tax	\$526.09
Invoice Total USD	\$7,162.84
Advance Payment	\$0.00
Payments	-\$100.00
Invoice Balance Due	\$7,062.84

6

Terms & Conditions

Payments are due on receipt unless otherwise agreed in the MSA or an applicable SOW, in which case the terms set forth in the MSA or applicable SOW control. Invoices sent via any electronic invoicing system, including email, will be considered received within 24 hours of transmission unless Freeman has received notice of non-delivery or delay in transmission. Unless otherwise agreed, all payments are to be made in CAD or USD. Any amount payable to Freeman and not paid when due shall bear interest at the rate of 1.5% per month, or the maximum legal rate, whichever is less.

Important: Tax exempt business must forward a tax exemption or tax resale certificate issued to Freeman before sales tax will be credited from your account. All tax rates are subject to change.

<https://www.freeman.com/store/purchase-terms>
<https://www.freeman.com/resources/cancellation-policy>

Questions on this invoice?
Please contact your Freeman Sales Representative

7

Freeman Pay

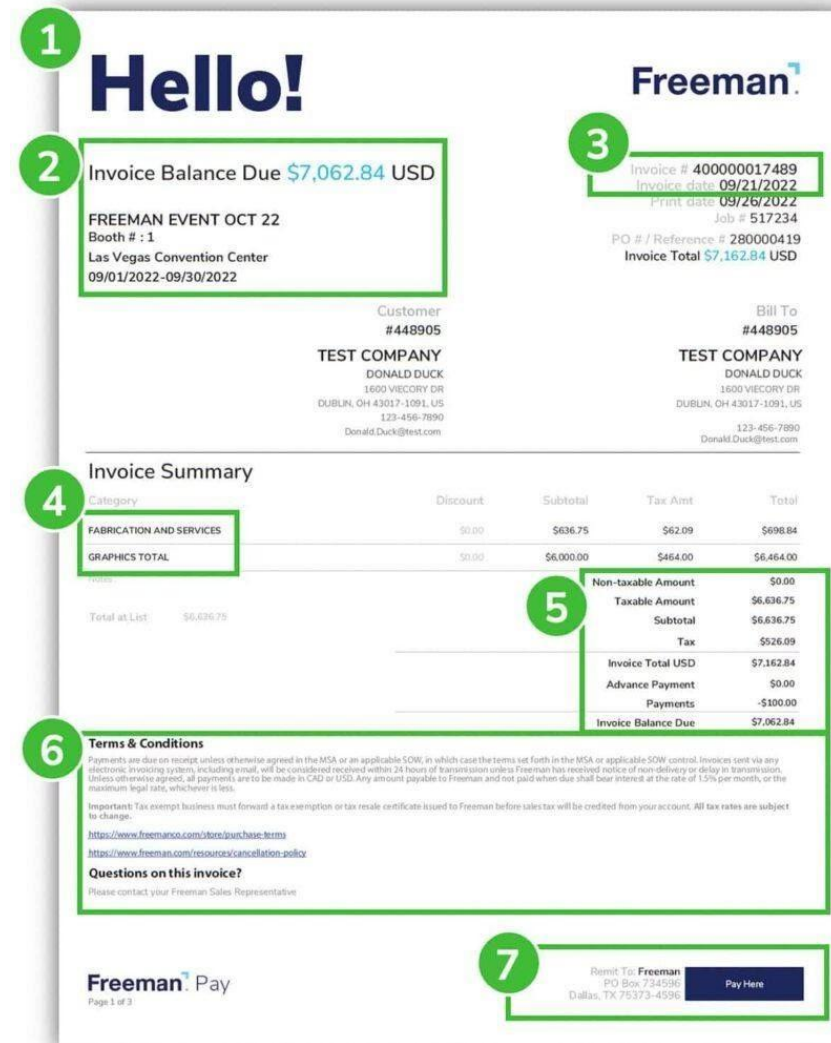
Remit To: **Freeman**
PO Box 734596
Dallas, TX 75373-4596

Pay Here

Invoice Details

5. Invoice breakdown outlining invoice total and payments
6. Live links to Freeman's detailed terms and conditions, cancellation policy, and contact us feature
7. 'Pay Here' provides customer with customized payment link through Freeman payment portal and applies payment automatically to the correct invoice once received

*Add the invoice@freeman.com email address to your contacts or tag it as a trusted email address to ensure successful invoice delivery. This can be completed by opening an email from invoice@freeman.com when received, right clicking on the email address, selecting your desired option and selecting save.



1 Hello!

2 Invoice Balance Due \$7,062.84 USD

3 Freeman

Invoice # 40000017489
 Invoice date 09/21/2022
 Print date 09/26/2022
 Job # 517234
 PO # / Reference # 280000419
 Invoice Total \$7,162.84 USD

Customer #448905
 TEST COMPANY
 DONALD DUCK
 1600 VIECORY DR
 DUBLIN, OH 43017-1091, US
 123-456-7890
 Donald.Duck@test.com

Bill To #448905
 TEST COMPANY
 DONALD DUCK
 1600 VIECORY DR
 DUBLIN, OH 43017-1091, US
 123-456-7890
 Donald.Duck@test.com

4 Invoice Summary

Category	Discount	Subtotal	Tax Amt	Total
FABRICATION AND SERVICES	\$0.00	\$636.75	\$62.09	\$698.84
GRAPHICS TOTAL	\$0.00	\$6,000.00	\$454.00	\$6,454.00
Total at List		\$6,636.75		

5

Non-taxable Amount	\$0.00
Taxable Amount	\$6,636.75
Subtotal	\$6,636.75
Tax	\$526.09
Invoice Total USD	\$7,162.84
Advance Payment	\$0.00
Payments	-\$100.00
Invoice Balance Due	\$7,062.84

6 Terms & Conditions

Payments are due on receipt unless otherwise agreed in the MSA or an applicable SOW, in which case the terms set forth in the MSA or applicable SOW control. Invoices sent via any electronic invoicing system, including email, will be considered received within 24 hours of transmission unless Freeman has received notice of non-delivery or delay in transmission. Unless otherwise agreed, all payments are to be made in CAD or USD. Any amount payable to Freeman and not paid when due shall bear interest at the rate of 1.5% per month, or the maximum legal rate, whichever is less.

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<https://www.freeman.com/store/purchase-terms>
<https://www.freeman.com/resources/cancellation-policy>

Questions on this invoice?
 Please contact your Freeman Sales Representative

7

Freeman Pay
 Page 1 of 3

Remit To: Freeman
 PO Box 734596
 Dallas, TX 75373-4596
 Pay Here

Outbound Paperwork On-Site Tips

- Include carrier name and phone number (not transportation broker), desired level of service, and number of pieces
- Sign, print clearly and include phone number
- If carrier fails to arrive by check-in deadline, freight will be re-routed by Freeman

MATERIAL HANDLING AGREEMENT

INSTRUCTIONS: COMPLETE ALL SHADED AREAS. RETURN COMPLETED AGREEMENT TO SERVICE DESK WHEN MATERIALS ARE PACKED AND READY FOR SHIPMENT.

SHIPPER'S NUMBER: 512687-15

PLACE PRO NUMBER HERE

DATE: 07/11/2023 10:13 AM

BOOTH NO. TFC

DATE/TIME RECEIVED: _____ AM _____ PM

FROM: FREEMAN CHICAGO
OK
WEFTEC 2023
McCormick Place
2301 S LAKE SHORE DR
Chicago, IL 606161497

TO: MC COOK, ILLINOIS 605253481 USA

DECLARED VALUE: \$ (Optional)

SPECIAL INSTRUCTIONS

RE-ROUTE VIA _____ BY _____
DATE _____ TIME _____ AM _____ PM

CARRIER: _____ PHONE #: _____

CIRCLE NUMBER OF SEPARATE DESTINATIONS IN BOOTH: 1 2 3 4 OR MORE

Desired Level of Service: ☐ Ground ☐ Specialized ☐ Next Day Air ☐ 2nd Day Air ☐ 3-5 Day Service ☐ Infil

Air Freight will be billed on Actual or Dimensional Weight, whichever is greater.

CHECKER	NO. PIECES	DESCRIPTION AND EXCEPTIONS, USED/REPACKED PARAPHERNALIA, EXHIBITION OR SHOW, NOI	WEIGHT (LB) SUBJ. TO CORR.	DATE/TIME CARRIER SIGNED
		Crates (wooden)		
		Cartons (cardboard)		
		Trunks / Cases (fiber) (color) _____		
		Skids / Pallets _____ Shrinkwrapped _____ Loose		
		Carpets (color) _____ Wrapped _____ Loose		
		Carpet Padding Rolls _____ Wrapped _____ Loose		

TOTAL WEIGHT: _____

BY SIGNING THIS AGREEMENT, YOU ARE AGREEING TO BE BOUND BY FREEMAN'S TERMS AND CONDITIONS. THESE TERMS AND CONDITIONS ARE IN YOUR SHOW KIT OR CAN BE OBTAINED AT THE SERVICE DESK. BY SIGNING BELOW, YOU ARE ACKNOWLEDGING THAT YOU HAVE READ, UNDERSTOOD, AND AGREE TO BE BOUND BY THESE TERMS AND CONDITIONS. EXHIBITOR SHALL BE RESPONSIBLE FOR ALL SHIPPING CHARGES INCURRED. EXHIBITOR'S SIGNATURE (OR THE SIGNATURE OF EXHIBITOR'S AGENT), CERTIFIES & WARRANTS THAT ITS FREIGHT CONTAINS NO HAZARDOUS MATERIALS.

IF NEITHER BOX IS CHECKED, SHIPMENT WILL BE SENT COLLECT. ☐ COLLECT ☐ PREPAID

BILL FREIGHT CHARGES TO: FREEMAN CHICAGO
8201 W 47TH ST
MC COOK, IL 605253481

BY SIGNING THIS, I AGREE TO ENTER AT MY OWN RISK AND HOLD FREEMAN HARMLESS FROM ALL LIABILITY ARISING FROM MY ACTIVITIES ON THE PREMISES.

CHECKER NAME: _____ DATE: _____
PRINT: _____ LOADED: _____
TRAILER NO.: _____ START TIME: _____
FINISH TIME: _____

EXHIBITOR: FREEMAN CHICAGO

CARRIER: _____ CARRIER: _____

SIGNATURE: _____ PRINT NAME: _____ DRIVER SIGNATURE: _____ DRIVER PRINT NAME: _____

EMERGENCY PHONE: _____ DATE: _____ PIECES RECEIVED: _____

Original - File Copy Green - Driver Yellow - Exceptions Pink - Control Gold - Exhibitor FDC0097T (05/10)

Key Deadlines:

Exhibitor-Specific Budgeting

- Need Help Budgeting? Check out this [custom budget template](#) to ensure you didn't miss anything.
- Use [Schedule and Deadlines](#) and [commonly ordered item](#) lists to budget effectively and save roughly 30% by ordering early

Service	Vendor	Advance Rate Deadline
Freight for Advance Warehouse delivery deadline for into New York Terminal	Freeman	 Sept 21
Freeman Discount Ordering Deadline	Freeman	 Sept 21
Lead Retrieval Discount Deadline	Maritz	 Sept 23
Last day to order catering without 10% late fee	Cultivated	 Oct 5
Electric & Internet	Javits Center	 Oct 6

Have Additional Questions? Contact Us!



Phone

7am–7pm CT (M–Th)
7am–5pm CT (Fri)

Domestic:
1-888-508-5054

International:
1-817-210-4869



Text

7pm CT (Sun)–5pm CT
(Fri)

Domestic:
1-888-508-5054

International:
1-817-210-4869



WhatsApp

7pm CT (Sun)–5pm CT
(Fri)

**Domestic and
International:**
1-214-984-3514



Chat

7pm CT (Sun)–5pm CT
(Fri)

**Domestic and
International:**
[Freeman.com/store](https://freeman.com/store)



Email

Responds within
1-2 business days

International:
[Internationalsupport
@Freeman.com](mailto:Internationalsupport@Freeman.com)

Onsite Assistance – Who, What & Where

- Key support locations:
 - **Show Management Office (3D04)** for any issues
 - **Exhibit Services Manager**, Kelsey Keller, roaming the floor to assist
 - **Exhibitor Service Desk: Right of the Hall Entrance**
 - Place new orders, check on existing placed orders, report lost or damaged freight, and ask general questions
 - Familiarize with **hall floor plan**, noting routes to restrooms and food courts.
- Keep an eye on exhibitor newsletters and emails—sent every **Tuesday and Thursday**
- Ensure you're checking these updates regularly for important deadlines and changes

Thank You! Q & A

Exhibitor Experiences Manager

Need to speak with your Exhibitor Experiences Manager? [Schedule one-on-one time](#) with Kelsey Keller to ask your questions.

General Inquiries

For general support, please contact NAB Exhibit Services at exhibitservices@nabshow.zendesk.com or call us at (877) 622-3947 | (202) 595-2051