

Exhibitor Manual

**Plaza Suites
Market Square-Ground
Suites at Market Square**



**High Point Market
April 2-7, 2011**

Spring 2011 Exhibitor Manual

Merchandise Mart Properties, Inc. wishes to extend our sincere appreciation to you for exhibiting with us at the High Point Market. This manual serves as a reference guide for your 2011 spring Market experience. By reading this material and following the steps accordingly, we can assure an efficient move-in, set-up, break-down and move-out for all exhibitors. Our goal is to provide outstanding customer service to you and your buyers, and we are always available to discuss your questions, comments, or concerns. Contact the main office at any time or stop by the Exhibitor Services Desk during the show. We appreciate your cooperation and look forward to working together during the High Point Market.

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1. General Show Information

1.1 Exhibit Dates & Hours

April 2-6 (Saturday-Wednesday) 8 am-7 pm
April 7 (Thursday) 8 am-5 pm

1.2 Contact Information

Merchandise Mart Properties Ph. (336) 821-1500 Fax (336) 821-1593

Market Square-Ground

Ph. (336) 821-1535 Fax (336) 821-1596

“Lindsay Dock”
305 West High Avenue
High Point, NC 27260
Contact: Rick Johnson

Plaza Suites

Ph. (336) 821-1520 Fax (336) 821-1587

“Elm Street Dock”
233 South Elm Street
High Point, NC 27260
Contact: Charles Teague

Suites at Market Square

Ph. (336) 821-1533 Fax (336) 821-1028

“Elm Street Dock”
124 South Elm Street
High Point, NC 27260
Contact: Brad Bullock

1.3 Rules & Regulations of Exhibition

Please review the official [Lease Rules and Regulations](#) located in the Order Forms/Additional Information section at the back of this manual.

- Exhibitor badges are required at all times.
- All MMPI High Point Buildings are **non-smoking**.
- At least one representative of the exhibiting company must be in the booth during show hours.
- Public address or microphone systems may not be used in a booth smaller than 400 square feet arranged in a square. Exhibitors using TV monitors or demonstrating mechanical or electrical equipment should ensure that noise levels do not cause an annoyance to their neighbors. Show management reserves the right to determine acceptable levels of noise.
- Adhere to all Fire Department exhibit construction rules.
- Adhere to all regulations set forth by this manual.
- No fabric can be hung overhead below lights and sprinklers.
- **Any exhibitor breaking down their booth prior to 8 a.m. Friday, April 8 will be fined \$1,000.00.**

1.4 Registration/Exhibitor Badges

Registration is done by on-site or by pre-registration online. Pre-registration will expedite your check-in process upon arrival.

1. To register for exhibitor passes for the Spring 2011 High Point Market, please go to www.highpointmarket.org.
2. When the site opens, click the registration button. The next page will ask for your login information. Your User ID is: and your password is:.
3. After login, you will view your company record. To access your company roster, click 'Select Names'. From there, delete any former employees, select the names of individuals requiring passes and then add any new employees.
4. On the final screen review your roster, make any corrections and click 'Request Passes'. You will receive an email confirmation once your registration request has been processed.
5. Upon arrival to High Point, your badge will be printed.

Please contact Ann Parnell at 336/821/1529 with any questions regarding registration.

1.5 Temporary Help and Contractor Badges

All exhibitor-appointed contractors and temporary help must be issued temporary badges. They are issued daily for use only during set-up and dismantling hours. Badges should be picked up at the registration desk at the main entrance upon arrival. Hiring of street labor for work in the building is strongly discouraged for security reasons. Commencing Saturday, April 2, only MMPI exhibitors with a proper badge will be allowed in the buildings. Prior arrangements must be made in advance to accommodate temporary help- check out the info sheet in the Forms section. Contact: Ann Parnell at 336/821-1529.

1.6 Security

Security will be on duty 24 hours a day from move-in to move-out. Security cannot and should not be counted on to provide more than a presence to inhibit theft. **Merchandise Mart Properties, Inc. hereby gives formal notice that the show and its management, its agents and its official vendors neither offer nor accept responsibility of any kind for exhibitors' property.** We advise you to *always* staff your booth during show hours and *never* leave any valuables unattended. Exhibitors can also hire the services of a security guard. Contact: Rick Williams at 336/803-1115.

1.7 Exhibitor Services Desk

We welcome our exhibitors to the Suites at Market Square's Top Floor Exhibitor Services Desk. Packaging labels and bills-of-lading are available for product removal at the Exhibitor Services Desk. The Service Desk will remain open until 4 p.m. on Saturday, April 9.

1.8 Sales Office

You can always find your leasing agent or a member of our staff to assist you in the Suites at Market Square's 1st (Top) Floor Sales Office. Complimentary coffee and doughnuts served daily.

1.9 Wireless Access

Free wireless internet access is available in all buildings. Please stop by the Exhibitor Services Desk on the Top Floor of the Suites at Market Square if you have questions.

1.10 Telephone Installations

North State Communications handles all new phone installations and relocations for exhibitors. North State needs to know the type of phone system, service, billing information, etc. The exhibitor is responsible for contacting the telephone company directly for service at 336/886-3609.

1.11 Accommodations

Visit www.highpointmarket.org or call toll free 1-800-874-6492 for information about hotels and private residence rentals, as well as a list of hospitality discount programs.

1.12 Transportation: To, From, and During Market

Airports

Piedmont Triad International Airport (GSO) www.ptia.org
(High Point, Greensboro and Winston-Salem)

Charlotte/Douglas International Airport (CLT) www.charlotteairport.com

Raleigh-Durham International Airport (RDU) www.rdu.com

Airline Information

AirTran (RDU & CLT only) 866-683-8368
Discount Code: NC040411 (High Point Market)

Allegiant Airlines www.allegiantair.com

American Airlines & American Eagle 800-433-1790
Discount Code: 4331DA

Continental Airlines & Continental Express 800-468-7022
Discount Code: ZJUF135289

Delta Airlines 800-328-1111
Discount Code: NM6L2

Express Jet 888-958-9538

Midwest Airlines 800-864-8331

Northwest Airlines 800-328-1111

Southwest Airlines 800-435-9792

United Airlines 800.521.4041

USAirways usairways.com

Rental Car Information

Budget (GSO & CLT only) 336-665-5882
Discount Code: BCD#U065427

Dollar Rent-A-Car 800-800-4000

Enterprise Rent-A-Car 800-736-8222

Discount Code: 53M4080

National Car Rental www.nationalcar.com

Discount: Click 'more options' and enter **contract ID# 53M4080**

Priceless Rent-A-Car 336-856-9504

U-SAVE Car Rental 800.272.8728

Discount: Mention High Point Market

Free Park & Ride and Shuttle Service

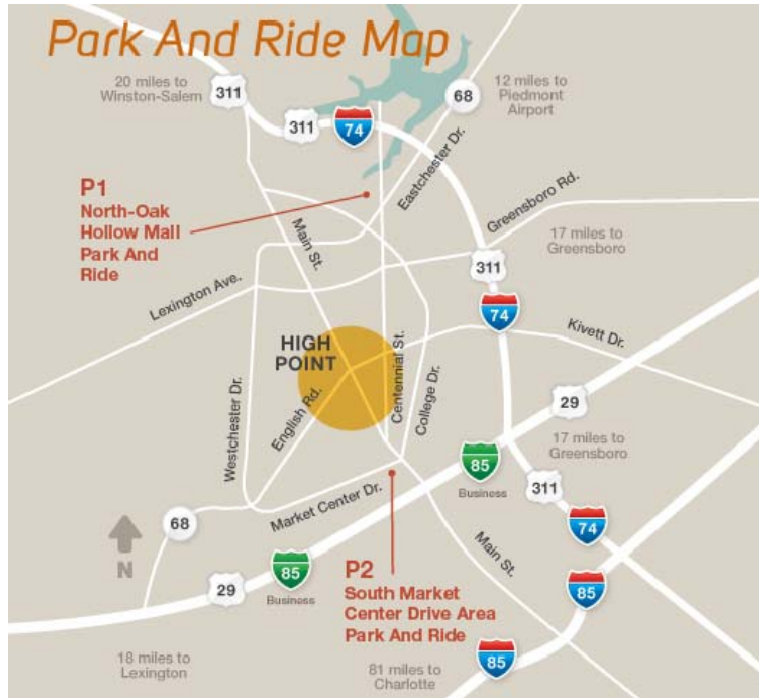
Friday, April 1 – Wednesday, April 6
Thursday, April 22

6:30 am - 10 pm (P1 & P2)
6:30 am - 8 pm (P1&P2)

Free parking & continuous shuttle service between the downtown transportation terminal and satellite lots P1 and P2 in High Point.

P1-North: Oak Hollow Mall
P2-South: Market Center Drive Area
(Across from Davis Furniture)

P2-South lot shuttles will stop at the corner of Elm and Commerce- right in front of the Suites at Market Square!- before stopping at the transportation terminal.



Free Downtown Shuttle Service

Thursday, Mar 31 – Wednesday, Apr 6
Thursday, Apr 7

7:30 am–8:00 pm
7:30 am–5:00 pm

FREE shuttles operating in a continuous loop in the downtown showroom district take you to and from every Market building, showroom and event.

Free Go-Anywhere* Shuttles

Saturday, Apr 2 –Thursday, Apr 7

7:30 am–8:30 pm

To reach any destination within a 3-mile radius of the High Point city limits that is not served by a scheduled shuttle, including outlying showrooms, use our FREE Go-Anywhere service. Go to the downtown Transportation Terminal or simply flag one down from any location in the Market area. You may also call 336.887.RIDE (7433) to have a shuttle dispatched to you.

For more information: 336-887-RIDE or www.highpointmarket.org

2. Booth Description and Service

2.1 Typical Booth Description

Suite dimensions vary with booth location.

Market Square-Ground and Plaza Suites booths vary by space

A typical suite is approximately 10' x 10' wide with 10' high back and side walls, with the exception of end caps and perimeter spaces.

A typical 10' x 10' space includes:

- 120 volt, 960-watt duplex electrical outlet
- (2) 75-watt halogen floodlights per track*
*Each track can hold maximum of (4) 75-watt floodlights
- Chair and (1) Wastebasket
- Company name sign
- Hard Walls

Tables are not included with your suite. If you would like to rent tables, extra chairs, floodlights, etc., please refer to the [Equipment and Services Order Form](#).

2.2 Customizing Your Booth

Customizing your booth is the best way to attract buyers as they shop the tradeshow floor, and is a common practice employed by many market exhibitors. If customizing your booth requires the use of a private contractor, certain rules and regulations apply. Please see section 2.3 for a complete list of the rules regarding **Exhibitor Appointed Contractors** (Section 2.3).

Note to all Exhibitors in Suites at Market Square–Ground or Mezzanine floor, Historic Market Square–Ground floor, and Plaza Suites: As you know, *no other tradeshow will be held in your show space*. This advantage enables you to extensively customize your display without having to dismantle after each market. Any exhibitor under a multi-market contract is allowed to store product at no charge between markets. We encourage you to take this opportunity to create a unique and distinctive presentation.

All booths must be returned to original condition within 2 weeks of termination of lease. Please see [Method of Payment Form](#).

2.3 Exhibitor Appointed Contractors (EAC)

EACs must also abide by the “Rules and Regulations of Exhibition”.

Contractor Guidelines

- The EAC shall be given the right to provide services requested of them by an exhibitor in setup and dismantling on the show floor and shall have the right to utilize qualified employees registered in advance by Show Management.
- Any customizations that involve altering the standard suite walls must be reviewed with MMPI Management. EACs shall cooperate fully with MMPI.
- The EAC shall adhere to the rules and regulations in this manual.
- The EAC shall possess a valid public liability and property damage insurance policy for at least \$1,000,000. The Certificate of Insurance must name Merchandise Mart Properties, Inc. as an additional insured.
- The EAC shall have a true and valid work order from an exhibitor in advance of the show move-in date and shall not solicit business on the show floor or during move-in or move-out dates.
- EACs must check-in and pick up a day/work pass at the main entrance each day.

2.4 Walls and Floors

- **All painting must be contracted through the building.**
- (Call Paul Sperano at 336/821-1540 for a quote.)
- **Nothing can be attached to or hung from the headers or columns. No product may be in the aisle areas.**

- Booth walls, columns or floors that have been soiled, marked, taped, Velcro-ed, stapled, painted, papered or otherwise damaged must be repaired or replaced by the exhibitor.
- Repair charges will be assessed on a time/materials basis and invoiced to your company.
- Booth walls can typically hold items of a lightweight nature, such as pictures and small decorative items hung with small nails or picture hooks.
- If you intend to mount or affix materials of a load-bearing nature, please go to the Exhibitor Services desk to ascertain the best method of installation, or contact Paul Sperano at 336/821-1540.

2.5 Electrical Services

All electrical services will be installed by MMPI, but MMPI does not adjust lights inside display booths. See the [Equipment and Services Order Form](#) for options.

- **All electrical equipment/fixtures must be UL listed, City of High Point approved and pass the High Point Electrical Code.**
- **Nothing can be attached to or hung from lighting tracks.**
- No zip cords, taps or extension cords over 6 feet.
- All wiring or flexible cords shall be 3-wire, "hard usage approved", 14-gauge, grounded, unless cord is a component part of an assembly approved under the High Point Electrical Code.
- Spring clamp light fixtures are not permitted.
- Christmas tree lights are permitted, but must be unplugged nightly.
- Only MMPI fixtures are allowed on light tracks.
- The maximum wattage per 10' x 10' is 960. (Exception: Market Square Ground)

2.6 Ordering Services

See the Order Forms/Additional Information section located at the back of this manual for a listing of services and rental items available. For questions regarding services, call Paul Sperano at 336/821-1540 or Colleen Durham at 336/821-1544.

2.7 Booth Cleaning

All showrooms will be vacuumed starting at 4:00 pm Friday, April 1 at **no charge**.

2.8 Tipping Policy

Tipping of building labor is not permitted. We are constantly striving to improve our services and our employees are instructed not to accept tips. We appreciate your cooperation and please feel free to report any violations of this policy.

3. Shipping and Material Handling

3.1 General Guidelines

Shipping and Materials Handling involves receiving freight during move-in, delivering freight to your booth, removing/storing empty containers, returning empty containers after the show, loading materials for outbound shipping, and delivering freight to the loading dock. You may ship your materials to or from the show via any carrier.

To ensure a timely and cost-efficient move-in/move-out:

- Consolidate all freight—booth, merchandise, literature, etc.—into one shipment.
- Clearly label all packages with show name, company name, building and booth number. Remove all old labels.
- Create a detailed inventory sheet of every item you are shipping or bringing to the show. Be able to provide the number of units, item descriptions (i.e. cartons, cases, crates and/or individual items) for all shipments being delivered to the Show.
- All shipments should include a packing slip to ensure proper tracking, manifesting and delivery of freight.
- Insure merchandise against theft, damage and loss from the time it leaves your facility until it returns.
- Collect shipments or uncartoned shipments cannot be accepted.
- Freight will be in your booth when you arrive.
- **Any crates larger than 5'x 8'x 5'8" high, or any crates weighing over 2,000 pounds will be assessed \$250 and could delay your booth set-up.**

3.2 Labeling Your Shipment

Shipments to your booth/showroom should be labeled by building:

Suites at Market Square Ph. (336) 821-1533 Fax (336) 821-1028

"Elm Street Dock"

Contact: Brad Bullock

Suites at Market Square

DBA/Sign Name

Floor Number/Booth Number

124 South Elm Street

High Point, NC 27260

Plaza Suites Dock Ph. (336) 821-1520 Fax (336) 821-1596

"Elm Street Dock"

Contact: Charles Teague

Plaza Suites

DBA/Sign Name

Floor Number/Booth Number

233 South Elm Street

High Point, NC 27260

Market Square-Ground Dock Ph. (336) 821-1535 Fax (336) 821-1596

"Lindsay Dock"

Contact: Rick Johnson

Market Square-Ground

DBA/Sign Name

Floor Number/Booth Number

305 West High Avenue

High Point, NC 27260

3.3 UPS/FED EX/Other Package Services

Small packages will be delivered to your space by Federal Express, UPS and courier personnel. MMPI assumes no responsibility for delivery of packages from these services. **Each package should be insured and have its own individual tracking number.** Packages should be labeled according to the guidelines in section 3.2 Labeling Your Shipment

3.4 International Shipping

If you need assistance with international freight and customs arrangements, call:

- R.E. Rogers, Inc. at 310/378-4888 or www.rerogers.com
- Williams International at 843/747-0097

If you are an international exhibitor with product arriving through Customs, please note that we are not responsible for any customs clearance. **We are not the importer and cannot furnish Customs with any information or paperwork pertaining to your shipment. MMPI is not responsible for duties charged. As the product arrives, your paperwork should reflect that you, the shipper, are also the importer and consignee responsible for all duties and clearance.**

3.5 Responsibility and Liability

- **MMPI assumes NO responsibility for improperly loaded shipments (P.O.V.'s or common carriers).**
- **MMPI is not responsible for any damages to product that is uncartoned or improperly shrink-wrapped to a skid.**
- MMPI assumes no responsibility for shipments until they are collected from the exhibitor's booth.
- MMPI responsibility ends upon delivery to contracted freight carrier.
- MMPI is not responsible for loss or theft of materials after they have been delivered to your Suite or after they have been picked up for loading out of the dock.
- You are required only to contact your carrier, pack your materials, and label your materials appropriately.
- A Bill-of-Lading may be picked up at the Exhibitor Services Desk (attach a copy of Bill-of-Lading to your packages) to ensure an accurate and complete pick-up.

3.6 Move-In Procedure

Within the date/times laid out in this section, all dock deliveries are free of charge. Each exhibitor has the option of Advance Shipment (recommended) or Pre-Show Shipment to their booth. Questions regarding freight delivery to or from your booth should be directed to the appropriate contact listed on page 8.

3.6.A Advance Shipment: Direct-to-Dock

January 10 – March 25, 2011

8 am-3 pm

To avoid waiting in the Pre-Show Shipment Staging Lot, we strongly recommend Advance Shipment directly to your dock. Appointments must be made two working days in advance to schedule your direct delivery. The docks are closed Saturdays and Sundays. No shipments will be received on the weekends. **Advance Shipment deliveries will not be accepted later than March 25 at 3 pm. No Exceptions.**

3.6.B Pre-Show Shipment: Staging Lot to Dock

March 28 – April 1, 2011

8 am-3 pm

All vehicles must report directly to the staging lot for check-in. See staging lot map on page 13; Provide a copy of this map to your carrier. This is the only way to gain access to the docks at this time. **Any carrier arriving to the staging lot later than April 1, 2011 at noon is considered late. A \$250.00 handling charge will be assessed for late product deliveries.**

3.6.C Set-Up Procedures

PLEASE NOTE: The removal of product during the pre-show shipment period (March 28 – April 1) will result in a \$250.00 handling charge.

Exhibitor set-up begins at 8 am Monday, March 21, 2011. Exhibitors are allowed to set-up their own displays. The use of power tools is strictly limited to assembly of the exhibitor's product. All electrical work must be performed by MMPI.

Temporary labor requests should be ordered in advance through [The Recruiting Specialist](#). See order form for more information.

Set-up must be completed by 2 pm on Friday, April 1, 2011; All exhibitors must vacate the building by 3 pm.

3.6.D Storage

- No storage facilities are available on-site.
- Packing materials may not remain on the show floor while the show is open.
- Flammable containers must be removed from the hall.
- When your containers are empty, obtain "EMPTY" labels from the Exhibitor Services Desk.
- **Do not place the "EMPTY" sticker on the boxes, crates, etc., until you are ready for it to be picked up.**
- Use labels to mark crates, boxes and containers with your company name and booth number. Leave containers in the aisle.
- Labeled containers will be returned to you at the end of the show.
- **Do not store anything in these containers.**
- They will not be available and are not in the care and custody of the Show or any vendor.
- **"EMPTY" labels are for empty containers only. Any excess product that will not fit in your booth should be sent to City Transfer and Storage where it will be stored during Market and returned to you after the show at your expense.**

3.6.E Sample Sales

It is imperative we continue to provide a professional selling environment for exhibitors and buyers through the completion of our dates.

- **Between the hours of 1 pm and 5 pm Thursday, April 7, hand-carriable samples ONLY (those not requiring the use of carts, dollies or flat trucks) will be allowed out of the buildings.**
- Any buyer who is picking up beginning Monday, April 11 will need a bill-of-lading filled out by the Exhibitor so your product can be released to the Buyer.
- Samples requiring the use of any type of handling equipment must be removed beginning Monday, April 11 through Friday, April 15, from 8 a.m.–4 p.m. through appropriate loading docks.
- No materials may exit through the main doors of the Suites at Market Square (corner of Elm and Commerce Streets). The High Point Police Department strictly prohibits stopping and loading of vehicles on Elm Street. This is an emergency vehicle route.
- Please make certain you provide a sales receipt to Buyers indicating all samples sold.
- Please make certain you advise all of your clients regarding these rules and regulations when they purchase product from you to minimize disruption to them and your fellow exhibitors.

3.7 Move-Out Procedures

- **In order to return empties to exhibitors for move out, the building must be vacated by all parties and all aisles must be clear no later than 5:30 pm on Thursday, April 7.**
- No booth dismantling, packing or product removal will be allowed until 8 am the following morning, Friday, April 8.
- MMPI assumes NO responsibility for improperly loaded shipments (POV's or Common Carriers).
- MMPI assisted move-out for exhibitors' personally owned vehicles (POV's) only: Friday, April 8 from 8 am- 4 pm and Saturday, April 9, 8 am-4 pm
- MMPI assisted move-out for all common carriers and non-exhibitor freight haulers, POV's and buyers: Begins Monday, April 11 at 8 am.
- **All exhibit materials must be packed, labeled and ready with a completed bill-of-lading for shipment no later than 12 noon Friday, April 15. Non-compliance may mean freight will be re-routed at the exhibitor's expense via MMPI's appointed freight carrier.**
- Should any Suites at Market Square Top Floor exhibitor fail to remove their property by 4 pm Friday, April 15, the exhibitor shall indemnify Show Management in respect to any claim thereby occasioned. Show Management shall be entitled, but not obliged, to remove such materials at the exhibitor's expense. Show Management reserves the right to specify the time at which individual exhibits shall be removed.

3.7.A Return of Empties

All empties will be ready for exhibitors by 8 am on Friday, April 8.

NOTE: All packing must be done inside your booth. The aisles must remain open for the movement of freight.

3.7.B Break Down/Move Out: P.O.V.s

No common carriers, no buyers

Friday, April 8

8 am-4 pm

Saturday, April 9

8 am-4 pm

1. An outbound "Freight Ticket" is required to remove exhibitor product.
2. All unpaid balances due may be settled at the Exhibitor Services Desk located on the Top floor before a "Freight Ticket" will be issued.
3. Once your account is settled, visit the Freight Desk located across from the Exhibitor Services Desk to receive the "Freight Ticket"
4. The Freight Desk will be open Friday, April 8 from 8 am to 4 pm and Saturday, April 9 from 8 am to 4 pm.
5. Merchandise must be wrapped inside your booth. It cannot be wrapped on the dock. **NOTE: All packing must be done inside your booth. The aisles must remain open for the movement of freight.**
6. Return to your booth. After you have finished all packing and have completed the Freight Ticket, return it to the Freight Desk personnel.
7. The supervisor will give the "Freight Ticket" to the next available laborer who will be directed to your booth to load your packed materials onto a flat cart(s).
8. Once the laborer has loaded all freight from your booth on the cart(s), a "Window Card" will be issued.
9. Please retrieve your vehicle at that time. Place the "Window Card" on your windshield dash. Drive to the MMPI dock designated on the card and get in line.
10. **You will not be allowed into a loading area pick-up line without the appropriate "Window Card."**

3.7.C Break Down/Move Out: Buyers, Freight Haulers, and Common Carriers

Monday, April 11 – Friday, April 15

8 am - 4 pm

1. All outbound shipments must have a completed bill-of-lading.
2. **Please notify your buyers, common carriers, and freight haulers that freight will not be shipped out before 8 am Monday, April 11.**
3. You must settle all unpaid balances due for the show at the Exhibitor Services Desk located on the top floor before shipping labels and bills-of-lading will be issued.
4. Once your account is settled, visit the Freight Desk located across from the Exhibitor Services Desk to receive shipping labels and bills-of-lading.
5. The freight desk will be open Friday, April 8 from 8 am to 4 pm and Saturday, April 9 from 8 am to 4 pm.
6. All outbound shipments must have completed bills-of-lading. They should include correct count of pieces, destinations and all necessary billing information. Please complete them in your booth.
7. Please be completely packed before turning in the bills-of-lading at the freight desk.
8. Do not leave bills-of-lading in your booth. Completed bills-of-lading must be returned to the Freight Desk for execution for each destination.
9. Leave your packed and labeled materials in your booth for pick-up.
***Failure to follow any of the above procedure may delay your pick up!**

3.8 Directions and Map to Staging Lot

1- From Main Street (Hwy 311) heading **south**, turn right on Green Drive.

Go approximately ½ mile, turn right at Taylor Ave. and follow the signs to the staging area.

2- From Main Street (Hwy 311) heading **north**, turn left on Green Drive.

Go approximately ½ mile, turn right at Taylor Ave. and follow the signs to the staging area.

