

WHAT COMES STANDARD WITH MY BOOTH?

Each booth will be supplied with the following items: 8' high back wall drape, 3' high side-rail drape and a 7" x 44" identification sign. **NO FURNISHINGS, CARPET OR UTILITIES ARE INCLUDED** in the cost of your booth. Information on ordering furnishings, carpet, floral, cleaning, or other accessories and services (at a cost to the exhibitor) is included in this kit under the Freeman and Other Suppliers sections. ***Please note that all booths are required to have carpet and/or some form of alternate floor covering.***

WHAT ARE THE REGULATIONS FOR MY BOOTH?

Maximum exhibit space heights vary by booth type. Please carefully read the rules for each booth type, found in the Exhibitor Service Kit and Exhibitor Dashboard:

	STANDARD (INLINE/CORNER) BOOTHS	PERIMETER BOOTHS	ISLAND BOOTHS
MAXIMUM HEIGHT	8 FEET	12 FEET	20 FEET
DISPLAY LEVELS	MAY ONLY HAVE 1	MAY ONLY HAVE 1	MAY HAVE MORE - PENDING APPROVAL FROM FIRE MARSHAL
HANGING SIGNS	NOT PERMITTED	NOT PERMITTED	PERMITTED
SIGN HEIGHT	N/A	N/A	20 FEET

HOW MANY BADGES COME WITH MY BOOTH SPACE?

Exhibitors will receive an allotment of complimentary badges based on the following:

- **Exhibitor Badge Allotment:** 5 badges per 10'x10'/100 sq. ft.
 - 1 In Person/Full Conference
 - 4 Expo Hall Only

Additional expo only badges may be purchased through the CDS registration portal for \$195.

HOW DO I SHIP MY MATERIALS?

Shipping information can be found in the Quick Facts section of the Exhibitor Service Kit. You may use Freeman Transportation or a common carrier like UPS or FedEx to transport your items to the conference or any other shipping provider you have used in the past. You have two options for shipping your exhibit materials: (1) you may ship your materials to the Freeman Advance Warehouse or (2) you may also ship directly to the McCormick Place. Items shipped direct to the McCormick Place may not arrive prior to June 20th, 2024. Any shipment received prior to June 20th will be rejected. The McCormick Place does not have the resources or the storage to accept exhibitor freight before Freeman has control of the dock.

Note: It is highly recommended to use Freeman for shipping freight. If you choose a common carrier, SHRM will not be able to assist in case of lost freight.



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FREQUENTLY ASKED QUESTIONS (FAQs)

WHAT IS FREIGHT MATERIAL HANDLING/DRAYAGE?

Freight material handling or “drayage” is the moving of exhibit materials from one location to another. Whether an exhibitor’s materials are shipped to Freeman’s advance warehouse or directly to show site, these materials must be delivered to their booth location. This is an exclusive service. Services included in material handling or drayage costs include:

- Accepting the exhibit materials either at the warehouse or at show site
- Delivery of exhibit materials to the exhibitor’s exhibit space
- Storage of empty containers during the show
- Returning empty containers at the close of the show
- Picking up an exhibitor’s packaged materials
- Returning packaged materials to the dock
- Loading exhibitor’s materials on their carrier of choice

Material handling charges vary from city to city and venue to venue, but are based on the following:

- Labor rates
- Facility dock access
- Show schedule

PLEASE NOTE: Freeman will begin returning empty containers as soon as the aisle carpet is removed from the exhibit floor. The entire process takes approximately 6 -7 hours. Out of respect for the show, your neighbors and the conference attendees, **please do not pack up your booth prior to 2:00 p.m. on Tuesday. Early tear down is a blatant violation of show rules and regulations.** Any such premature action is cause for expulsion from future shows and/or a **penalty of up to \$3,500. Please plan travel arrangements accordingly.** All displays must be completely removed from the exhibit hall by 6:00 p.m. on Wednesday, June 26th.

CAN WE BRING EXHIBIT MATERIALS TO THE CONVENTION CENTER OURSELVES?

Exhibitors may usually hand carry their own materials provided such materials may be carried by one person in one trip, without the use of dollies, hand trucks or any other equipment. Larger items must adhere to union rules. Freeman is the exclusive provider of material handling. **Please review the [Exhibitor Bill of Rights](#) for McCormick Place.**

WHAT ARE THE MOVE-IN AND MOVE-OUT HOURS FOR THE EXPO?

Move-In begins on Thursday June, 20th at 8 am (for booths 400 sq. ft and up) and Move-Out begins on Tuesday June 25th at 2:00 PM. Please refer to the SHRM Expo Show Schedule and Quick Facts in the Exhibitor Service Kit for the full schedule. Once the show closes at 2:00 pm on Tuesday, June 25, exhibitor move-out will commence. Exhibitors are reminded that it is against the Terms and Conditions which can be found on the back of the Application and Contract for Exhibit Space to move-out any display equipment or materials until after the published move-out times. Returning empty containers to exhibitors will begin right after the aisle carpet is removed; this may take several hours. **Please make travel arrangements accordingly.**

CAN WE SET-UP OUR BOOTH THE MORNING THE SHOW OPENS?

We strongly discourage setting up on Sunday morning, with the exception of final booth preparations. Exhibitors may access the show floor beginning at 8 AM on Sunday, June 23, 2024, to finish any final booth preparations.

WHAT IF WE NEED TO STAY LONGER THAN 5 PM TO SET-UP OUR EXHIBIT SPACE?

- Exhibitors who need to work late for set up should email exhibits@shrm.org so we can notify security.
- Exhibitors **must** remain working in their booths, as no wandering in the exhibit hall is permitted.
- All members of your team as well as EAC’s working in your booth **must** have security wristbands and/or exhibitor badges.



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WHO DO I CONTACT TO MAKE HOTEL RESERVATIONS?

To make reservations, you can access the [SHRM Exhibitor Housing Bureau](https://www.mcisemi.com/shrm2024/) at <https://www.mcisemi.com/shrm2024/> or call the MCI USA/SHRM Housing Bureau from 8:00 am to 6:00 pm EST, Monday – Friday at +972.349.7473 or shrm@mcievents.com.

IMPORTANT NOTICE: SHRM has designated MCI USA as the only housing provider for SHRM Annual Conference & Expo. There are fraudulent companies and organizations that will try to present themselves as official partners of SHRM and offer you a potential room that might not be guaranteed or available. Should you be contacted by someone other than MCI USA or SHRM, please let us know.

HOW DO I OBTAIN A CONFERENCE MAILING LIST?

SHRM no longer offers a pre or post mailing list.

- **Exhibitor Warning:** There are fraudulent companies and organizations that will try to present themselves as official partners of SHRM. This is a common occurrence with large industry conferences and trade shows. Should you be contacted by someone other than MCI Group or another official SHRM vendor, please let us know by emailing one of the exhibits team members.

HOW DO I CAPTURE THE NAMES AND ADDRESSES OF ATTENDEES ONCE I AM AT THE CONFERENCE?

Lead retrieval is offered by our on-site registration vendor, CDS. Information regarding lead retrieval can be found under the Facility & Other Contractors section of the Exhibitor Service Kit or through the CDS registration portal in your Exhibitor Dashboard.

WILL THERE BE WI-FI IN THE EXHIBIT HALL?

- There is no public WI-FI service in the exhibit hall at McCormick Place.
- Exhibitors who require WI-FI service in their booths must order internet service either in advance or onsite through the exclusive provider of this service.
- Free public WI-FI connectivity is available only in the public spaces (lobbies) of the convention center.

HOW DO EAC'S & EXHIBITORS ACCESS THE EXHIBIT HALL TO SET-UP THEIR BOOTH BEFORE REGISTRATION OPENS?

- Exhibitors must order security wristbands for their set-up staff and/or EACs to work in the exhibit hall on set-up days.
- The Security Wristband Order form is available in the Exhibitor Service Kit.
- Exhibitors should indicate how many wristbands are needed and for which days they are required.
- One representative from your team should pick up the wristbands for your staff each day.
- Wristbands will be available at the EAC check-in desk.
- Wristbands are not available for EACs for show days.

Important Note: Security wristbands will not provide access on show days. Any staff member or EAC requiring access to an exhibitor's booth on show days (Sunday-Tuesday) should be provided with exhibitor badges from their allotment.



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ACCESSING THE EXHIBIT HALL ON SHOW DAYS

Exhibitors can enter the hall beginning at 8 AM each day.

- Please do not schedule any meetings with attendees prior to or after official daily show hours.
- Attendee badges do not grant them early access, nor can they get on the show floor after show hours.

WHERE CAN I PARK AND WHAT ARE THE RATES?

There are three main parking lots on the McCormick Place campus. All are in close proximity and walking distance to the convention complex and are ADA accessible.

- Events in the North, South and West Buildings designate Lot A as the primary parking location.
- Events in Lakeside Center and Arie Crown Theater designate Lot C as the primary parking location.

Lot A: (8' height clearance) is a six-level garage with 2,100 parking spaces located on Martin Luther King Drive, adjacent to the West Building. Covered walkways from Lot A leading directly into McCormick Place, Wintrust Arena, Marriott Marquis and Hyatt Regency McCormick Place Hotel also provide added convenience. **The parking rate is \$25 for up to 16 hours and \$38 from 16 to 24 hours. * There are no in-and-out privileges.** Overnight parking is available in Lot A only. Lost tickets will pay the \$38 (overnight) fee per day.

Lot B: is an outdoor surface parking lot located at 31st Street near Jean Baptiste Point DuSable Lake Shore Drive South and Moe Drive. It holds over 1,800 vehicles. **The parking rate is a flat fee of \$16 per day with no in-and-out privileges. *** This parking lot is open throughout event hours. Overnight parking is not available.

Lot C: (6'4" height clearance) is an underground garage with 1,900 parking spaces and is located on Ft. Dearborn Drive, adjacent to the Lakeside Center. **The parking rate is a flat fee of \$25 per day with no in-and-out privileges. *** This parking lot is open throughout event hours. Overnight parking is not available.

Parking Lot Addresses:

Lot A – [2301 South Prairie Avenue, Chicago, IL 60616](#)

Lot B – [3050 South Moe Drive, Chicago, IL 60616](#)

Lot C – [Fort Dearborn Drive, Chicago, IL 60616](#)

WHAT IF I HAVE MORE QUESTIONS?

An Official Vendor List can be found under the Exhibitor Information section. Names, email addresses, fax and phone numbers are provided for SHRM staff, Freeman and all other Official Contractors and Service Providers. Feel free to contact these individuals with questions. **Please remember that questions regarding various services should go directly to the service provider/contractor.**