



HEALTHCARE
FACILITIES
symposium and expo

SHOW MANAGEMENT Design Team Gallery Manual

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If you have any questions please contact:

Casey Altmannsberger 203-307-2697 casey@jdevents.com

Exhibitor Services for the Healthcare Facilities Symposium & Expo

OR

Lou Mancini 203-307-2692 lou@jdevents.com

Operations for the Healthcare Facilities Symposium & Expo



HEALTHCARE FACILITIES

symposium and expo

Deadlines / Checklist

PRE-SHOW:

Complete Immediately:

- Update your Exhibitor Profile** for the website and onsite Event Guide. Look at the [Exhibitor List on our website](#). What is posted on the website is what will be printed in the event guide. An exhibitor profile includes company name, company url and 50-word company description. To have your logo posted on the website and printed in the event guide along with your exhibitor profile there is a \$500 charge. Contact Casey with any edits or inquires. (casey@jdevents.com)

- Register for your (2) free conference passes** using VIP code: *DG2022*
<https://xpressreg.net/register/hfsx0922/attendee/reginfo.asp>

July 22, 2022 – *Extended Deadline*

- Update your Exhibitor Profile** for the website and onsite Event Guide. Look at the [Exhibitor List on our website](#). What is posted on the website is what will be printed in the event guide. An exhibitor profile includes company name, company url and 50-word company description. To have your logo posted on the website and printed in the event guide along with your exhibitor profile there is a \$500 charge. Contact Casey with any edits or inquires. (casey@jdevents.com)

August 5, 2022

- Host Hotels - Discount Rates Expire.** Visit the [Hotel/Travel](#) page for rates and details.

August 8, 2022

- Discount Deadline for Freeman Printing Services.** If you plan on having Freeman print and ship your boards to the show, then place your order by today because the discount deadline is today!

- Artwork Due to Freeman** if they are printing and shipping your boards. (Please send High Res PDF art files to solutions@freeman.com if Freeman is printing your boards)

- Inbound Shipping Forms Due.** The inbound shipping forms for your boards and your promotional literature is due today! If you are using Freeman to print your boards, you still need to submit an inbound form for the boards.

- Outbound Shipping Form Due.** The outbound shipping form for your boards is due today!

August 15, 2022

- Digital Design Team Gallery Files Due.** The Digital Design Gallery is a preview of the Design Team Gallery to the conference attendees. There will be a screen in the conference area with a glimpse of the Design Galleries that conference attendees can see in the exhibit hall.

August 29, 2022

- Freeman's Advanced Warehouse Opens.** If you are shipping your boards and/or promotional items to Freeman's advanced warehouse, then today is the first day shipments are accepted.

September 15, 2022

- 2022 Design Solution Spotlight Materials Due.** The Design Solution Spotlight is an email that will feature your design gallery project to the pre-registered attendee list.

September 19, 2022

- Freeman's Advanced Warehouse Closes.** Last day to have your boards and/or promotional literature arrive at Freeman's Advanced Warehouse.

AT SHOW:

Tuesday, September 27, 2022 – Move-In & Exhibit Hall Opens

- Direct to Show Site Shipping.** If you are shipping your boards and/or promotional literature direct to the show site, then today is the day they MUST arrive.
- Hand Carry.** If you are hand carrying your boards and/or promotional literature to the show site, then today is the day they MUST be dropped off.
- 12:00 PM – Deadline for show site shipping & Hand Carry.** If you are shipping your boards and/or promotional literature direct to the show site OR hand carrying, then they MUST ARRIVE BY 12:00 PM to ensure the boards can be set up by the time the exhibit hall opens at 4:00 PM.
- 4:00 PM – Exhibit Hall Opens.** Exhibit Hall Open from 4:00 – 6:00 PM.

Wednesday, September 27, 2022 – Exhibit Hall Day 2 & Move-Out

- 10:30 AM – 3:00 PM – Exhibit Hall Open**
- 3:00 PM – Move-out begins.**
- 4:00 PM – Deadline to hand carry boards from the show.** If you or if you are having someone pick up your boards after the show, then they must be picked up by 4:00 PM



HEALTHCARE
FACILITIES
symposium and expo

Design Gallery Information/Quick Facts

Design Gallery Information/Quick Facts

As a Design Team Gallery Participant, You Receive from Show Management:

1. A Grid to fit (2) 40" x 40" poster boards
2. One-line company identification sign, 7" x 44"
3. (1) 8 ½" x 11" Plexiglas Literature Pocket (Promotion Dispenser)
4. Business Card Collector
5. Return shipping of Collected Business Cards
6. Labor for set-up/dismantle
7. Return Shipping
8. (2) Full Conference Passes
9. Inclusion in Digital Design Gallery (images of project displayed on screen in conference area)
10. Inclusion in Design Solutions Spotlight (email to pre-registered attendees)

Design Gallery Participants are responsible for all costs associated with getting their posters/literature to the show. Poster Design Regulations:

1. Each company **MUST** submit (2) 40" x 40" poster boards.
2. The boards must be mounted on a light rigid product such as foam core.
3. The maximum weight of each 40" x 40" board is 7.5 lbs.
4. The boards must have grommets so they can be secured to the grid. It is recommended that the grommets are located in each corner.

Please Note: All boards must adhere to the above guidelines, or they will not be displayed by show management.

Registration:

You receive two full conference passes with your design gallery. One pass is for someone from your company and the second pass is for a client of your firm.

To register:

<https://xpressreg.net/register/hfsx0922/attendee/reginfo.asp>

Enter VIP code **DG2022** to receive your complimentary passes.

Design Solutions Spotlight:

We will feature your design gallery project in an email to the pre-registered attendee list.

Materials are due by September 15, 2022, to Casey via email (casey@jdevents.com)

Here are the specs:

- Project Image: 240w x 200h - gif/jpg (72dpi)
- 8-10 word headline (50 characters including spaces and punctuation)
- Link to the project page on your website or general link to website
- Link to a contact us page on your website or an email address so the reader can get in touch with someone to ask questions or for more information.
- 50-word description of project

Digital Design Gallery:

The Digital Design Gallery is a preview of the Design Team Gallery to the conference attendees. There will be a screen in the conference area with a glimpse of the Design Galleries that conference attendees can see in the exhibit hall.

Materials are due to Casey by **August 15, 2022**

Here are the specs:

- 1 or 2 slides – it is up to you how many you provide but no more than 2 slides
- Each slide should feature 1 or 2 images from the project featured on your boards.
- Each slide should include your company logo or company name.
- Each slide should include the name of the project.
- Each slide should include your design gallery number.
- Slides should be designed with a 16:9 display ratio.
- Slides should be sent as a high-resolution pdf

Show Management – Contact Information

The following is a list of key contacts at the Healthcare Facilities Symposium & Expo. Feel free to contact any one from show management should you have any questions or concerns.

<u>NAME</u>	<u>TITLE</u>	<u>TELEPHONE #</u>	<u>E-MAIL ADDRESS</u>
Lou Mancini	Operations	203-307-2692	lou@jdevents.com
Casey Altmannsberger	Exhibitor Services	203-307-2697	casey@jdevents.com
Ann Belz	Sales Director	203-307-2695	ann@jdevents.com
Jenabeth Ferguson	Symposium Director/ Registration	203-307-2696	jenabeth@jdevents.com



September 27th-29th

Long Beach, CA

Design Team Gallery
Inbound Transportation Form - Boards
Due **August 8, 2022**

COMPANY NAME: _____ DESIGN GALLERY #: _____

CONTACT NAME: _____ PHONE #: _____

EMAIL ADDRESS: _____ Cell #: _____

Note: Design Gallery Participant is responsible for all costs associated with getting boards/promotional materials to the show.

How are your boards getting to the show?

I am using Freeman to create and ship my Design Team Gallery Boards.
(If you checked this box, you do not need to fill out the remainder of the form)

I will be shipping to Freeman's ADVANCED WAREHOUSE
MUST ARRIVE BY September 19, 2022
Shipping Label: Exhibiting Company Name / Booth #
HEALTHCARE FACILITIES SYMPOSIUM
C/O Freeman
3456 E Miraloma Ave
Anaheim, CA 92806

I will be shipping DIRECT TO SHOW SITE
MUST ARRIVE ON September 26th by 12:00 PM
Shipping Label: Exhibiting Company Name / DG #
HEALTHCARE FACILITIES SYMPOSIUM
C/O Freeman
Long Beach Convention Center
300 E Ocean Blvd
Long Beach, CA

I will be HAND CARRYING to the show.
MUST ARRIVE ON September 26th by 12:00PM

Name: _____

Mobile #: _____

Shipping / Tracking Information

Number of Pieces: _____
Carrier: _____
Tracking #(s): _____

FORM DUE: August 8, 2022

EMAIL THIS FORM TO:
Casey@jdevents.com
QUESTIONS?
EMAIL: Casey@jdevents.com or
CALL: 203-307-2697



September 27th-29th

Long Beach, CA

**Design Team Gallery
Inbound Transportation Form -
Promotional Literature**
Due **August 8, 2022**

COMPANY NAME: _____ DESIGN GALLERY #: _____

CONTACT NAME: _____ PHONE #: _____

EMAIL ADDRESS: _____ Cell #: _____

Note: Design Gallery Participant is responsible for all costs associated with getting boards/promotional materials to the show.

How are you getting your promotional literature to the show?

I will be shipping to Freeman's ADVANCED WAREHOUSE

MUST ARRIVE BY September 19th 2022

Shipping Label: Exhibiting Company Name / Booth #
HEALTHCARE FACILITIES SYMPOSIUM
C/O Freeman
3456 E Miraloma Ave
Anaheim, CA 92806

I will be shipping DIRECT TO SHOW SITE

MUST ARRIVE ON September 26th by 12:00 PM

Shipping Label: Exhibiting Company Name / DG #
HEALTHCARE FACILITIES SYMPOSIUM
C/O Freeman
Long Beach Convention Center
300 E Ocean Blvd
Long Beach, CA

I will be HAND CARRYING to the show.

MUST ARRIVE ON September 26th by 12:00 PM

**Please provide Name and Mobile # of the person hand carrying.

Name: _____ Mobile #: _____

Shipping / Tracking Information

Number of Pieces: _____

Carrier: _____

Tracking #(s): _____

FORM DUE: August 8, 2022

EMAIL THIS FORM TO:

Casey@jdevents.com

QUESTIONS?

EMAIL: Casey@jdevents.com or

CALL: 203-307-2697



**HEALTHCARE
FACILITIES**
symposium and expo

September 27th-29th
Long Beach, CA

Design Team Gallery
**Outbound Transportation Form -
BOARDS ONLY**
Due **August 8, 2022**

COMPANY NAME: _____ DESIGN GALLERY #: _____

CONTACT NAME: _____ PHONE #: _____

EMAIL ADDRESS: _____ Cell #: _____

Note: Outbound transportation for your Design Gallery boards is included.

What would you like us to do with your boards after the show?

Ship the boards back to the address below:

Your Design Gallery will be shipped via Ground Transportation (approximately 5 - 7 days).

Attn: _____

Company: _____

Street Address: _____

City/State/Zip: _____

Hand Carry - Someone will pick the boards up.

**Boards must be picked up by 4:00 PM on Wednesday, September 28th
but no earlier than 3:00 PM.**

**Please provide Name and Mobile # of the person hand carrying.

Name: _____ Mobile #: _____

I do not want the boards back, please recycle.

FORM DUE: August 8, 2022

EMAIL THIS FORM TO:
Casey@jdevents.com

QUESTIONS?

EMAIL: Casey@jdevents.com or
CALL: 203-307-2697

PAYMENT INFORMATION

Freeman only accepts payment information electronically. Place your order on [FreemanOnline](#) or follow the steps below to provide your payment information electronically and submit your order forms.

Freeman will no longer accept cash payments for any Freeman services.

1. Submit your payment information

Proceed to our electronic Freeman Pay site to securely submit your payment information

<https://www.freemanpay.com/510365>

2. Submit your order

Upload your order forms through the same link used to submit your payment information

- **Both your order and your payment must be received by the discount price deadline date to guarantee discount pricing.**
- **Orders received without payment or after the discount price deadline date will be charged at the standard price.**
- **Copies of invoices may be picked up from the Freeman Service Center prior to show closing.**



(888) 508-5054

Fax: (469) 621-5602

NAME OF SHOW: **Healthcare Facilities Symposium & Expo / September 27-28, 2022**

COMPANY NAME:

BOOTH #:

CONTACT NAME :

PHONE #:

E-MAIL ADDRESS :

For Assistance, please email solutions@freeman.com.

GRAPHICS

To order your graphics, complete this order form and attach your sign copy or electronic file. Please see artwork guidelines for electronic files on page 2 of this form.

NOTE: All Graphics are subject to a 100% Cancellation Charge.

We can create your posters with the following specifications:

- 40" x 40" \$244.45 per board
- 1/2" foamcore
- Grommets will be provided on all four corners

PLEASE INCLUDE YOUR GRAPHIC FILE COMPATIBILITY SHEET
(See attached guidelines for submitting artwork.)

TOTAL COST

Total Cost = \$ _____

Applicable taxes will be applied to your order and invoiced accordingly based on specific venue jurisdiction but may also be based on the jurisdiction of where services are performed or your headquarters.



CUSTOMER GUIDELINES FOR SUBMITTING GRAPHICS ARTWORK

Our goal is to provide you with the best possible quality graphics for your event or exhibit. You can help us in that effort by providing digital art files using the following guidelines. If you are sending us completed, print-ready files, please pass the following information on to your graphics designer or art department. Artwork must be submitted in the proper resolution and/or file size to produce quality images. Please provide proper color matching information and proofs to ensure accurate color reproduction.

PLEASE PROVIDE THE FOLLOWING WHEN SUBMITTING ART

RASTER ART (photos, logos containing any continuous tone images):

- Art submitted at 1:1 (100%), resolution should be no less than 60 dpi (100 dpi preferred)
- Art submitted at 2:1 (50%), resolution should be no less than 120 dpi (200 dpi preferred)
- Art submitted at 4:1 (25%), resolution should be no less than 240 dpi (400 dpi preferred)

VECTOR ART:

- Logos should be vector and have outlined fonts (if provided as bitmap, please use high-res images)

FONTS and LINKS

- Supply all fonts used in your design (zip Mac fonts). If unsure how to collect fonts, convert them to outlines
- Supply all links used in your document. Use packaging feature if available. If unsure how to collect links, embed them in the file when saving.

COLOR

- If PMS color matching is required, please use original Pantone + Solid Coated swatches in your artwork. Modifying Pantone names will result in printing default color (CMYK)
- CMYK artwork will be produced "As Is". Our color output is balanced and vibrant.
- Convert RGB art to CMYK if possible.
- If you are sending Certified Color Proofs (Gracol, Swop, Fogra), please provide ICC file information used to print your samples. Best option would be to include ICC chart on your prints.

ARTWORK IN THE STRUCTURE

- Please note that any panels going in the metal frame will hide 1/4" of your art all the way around. If you have a continuous wall where individual panels are divided by metal, use 1.25" spacing in between each panel to account for gaps and the natural flow of the graphics.

ACCEPTABLE FILE SOFTWARE

We are capable of working with both PC and MAC based software, and can accept art created with the ADOBE Creative Suite - Illustrator, InDesign, and Photoshop

Always provide the following:

- Native files with fonts and links (zipped)
- High-res PDF-X/4 exports of the files

ACCEPTABLE FILE TYPES and SUPPORT FILES

NATIVE FILES:

- AI CLOUD (CC) file with Packaged supporting links and fonts. You may keep images linked but Packaging feature must be used.
- AI (CS6, CS5, CS4...) file with embedded links and outlined fonts
- EPS file with embedded links and outlined fonts
- INDD file with Packaged supporting links and fonts

PRINT FILES:

- High-res PDF-X/4 (preferred)
- AI with PDF content (choose this option when saving file)
- EPS files with embedded links and outlined fonts

RASTER OR BITMAP ART:

- Photoshop EPS (preferred, use 8-bit preview, Max, Quality JPG compression)
- PSD (make sure font layers are rasterized)
- TIFF, JPG (quality 8 and higher)

Mac users: Use Zip or Stuffit programs when submitting fonts other than OTF (Open Type Fonts)

WAYS TO SEND ARTWORK

- When placing an order online, your order confirmation will include a link to our secure file sharing library so you may upload your graphic files. If your order is faxed in, or if you are working directly with a Freeman team member, a link will be emailed to you when your order is processed.

Freeman

Freeman

R U S H

R U S H

DO NOT DELAY

DO NOT DELAY

CANNOT DELIVER BEFORE SEPTEMBER 26, 2022

CANNOT DELIVER BEFORE SEPTEMBER 26, 2022

TO: _____
EXHIBITOR NAME

TO: _____
EXHIBITOR NAME

C/O: Freeman
Long Beach Convention Center
300 E Ocean Blvd
Long Beach, CA 90802

C/O: Freeman
Long Beach Convention Center
300 E Ocean Blvd
Long Beach, CA 90802

SHOW SITE

SHOW SITE

EVENT: _____
(510365)
**Healthcare Facilities
Symposium & Expo**

EVENT: _____
(510365)
**Healthcare Facilities
Symposium & Expo**

Design Gallery #: _____ NO _____ OF _____ PCS

Design Gallery #: _____ NO. _____ OF _____ PCS

THE ABOVE LABELS ARE PROVIDED FOR YOUR CONVENIENCE.
PLACE ONE ON EACH PIECE SHIPPED TO ENSURE PROPER DELIVERY.
IF MORE LABELS ARE NEEDED, COPIES ARE ACCEPTABLE.

Freeman¹

R U S H

DO NOT DELAY

RECEIVING DATE BEGINS: AUGUST 29, 2022

DEADLINE DATE IS: SEPTEMBER 19, 2022

TO: _____

EXHIBITOR NAME

C/O: Freeman
3456 E Miraloma Ave
Anaheim, CA 92806

WAREHOUSE

(510365)

***Healthcare Facilities
Symposium & Expo***

EVENT: _____

Design Gallery #: _____ NO. _____ OF _____ PCS

Freeman¹

R U S H

DO NOT DELAY

RECEIVING DATE BEGINS: AUGUST 29, 2022

DEADLINE DATE IS: SEPTEMBER 19, 2022

TO: _____

EXHIBITOR NAME

C/O: Freeman
3456 E Miraloma Ave
Anaheim, CA 92806

WAREHOUSE

(510365)

***Healthcare Facilities
Symposium & Expo***

EVENT: _____

Design Gallery #: _____ NO. _____ OF _____ PCS

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