



# How-To-Trade Show

Regardless if you're a trade show expert or you'll be attending your first event this guide will walk you through the process of everything you need when attending a trade show.

## Step 1

### *Contact UPS Freight*

- (800) 988-9889 | UPSFreightTradeshow@ups.com
- UPS Freight Trade Show is available 8am–8pm Monday – Friday EST. During weekends or non-staffed hours, choose option 1 to speak with an Urgent representative for assistance.

## Step 2

### *Scheduling*

- Show Name and Address
- Decorator/Contractor Name
- Booth #
- Delivery date and time
- Post show delivery date and time
- The number of pieces and weight of the shipment

## Step 3

### *Bill-of-Lading (BOL)*

- Show Name and Address
- Booth Number
- Delivery Date and Time
- The number of pieces and weight of the shipment. Describe your cartons, crates, skids, or other containers by color and identifying marks if applicable.

## Step 4

### *Headed Home*

The on-site booth contact at the show for the company should complete a bill-of-lading called a Material Handling Agreement (MHA) obtained from the contractor's service desk. After completion, it must be turned back in to the contractor's service desk. The service desk will provide blank MHA's and shipping labels for the shipments coming out of the show. The MHA form provided by the contractor should be returned and only in rare cases will the contractor accept an alternative bill-of-lading. UPS Freight recommends a "dummy" bill-of-lading be filled out and sent with who will be working the show. The person at the show can copy all of the info onto the contractor's form. This helps eliminate errors - such as incorrect addresses or leaving any third party billing info off of the bill-of-lading. Be sure to indicate that UPS Freight is the carrier on the MHA to ensure that the freight is not forced to the show decorator's carrier of choice and to ensure proper billing.

