



## Welcome

Dear Techtextil North America / Texprocess Americas 2020 Exhibitor:

We are pleased you will be joining us for the 17<sup>th</sup> edition of Techtextil North America and the 5<sup>th</sup> edition of Texprocess Americas to be held May 12 - 14, 2020, at the Georgia World Congress Center in Atlanta, Georgia.

This manual is designed for your convenience and to give you the necessary information for your participation in the 2020 Techtextil North America / Texprocess Americas shows. Please read this manual carefully to familiarize yourself with all of its contents. Enclosed is a list of the official show contractors and vendors providing the appropriate order forms if needed. Please place your orders early to ensure availability of desired items and to maximize cost savings.

It is important that the Exhibitor Manual be reviewed by the person directly responsible for participation in the show. Your assistance in meeting deadlines is greatly appreciated.

If you have any questions or concerns, please do not hesitate to contact us. We are here to help you through the show planning process.

We look forward to seeing you in Atlanta!

Sincerely,

The Techtextil North America / Texprocess Americas Team  
Messe Frankfurt, Inc.



## Show Location

Georgia World Congress Center  
Hall B1-B4  
285 Andrew Young International Blvd., NW  
Atlanta, GA 30313-1591  
Phone: +1 (404) 223-4300  
Fax: +1 (404) 223-4311  
Website: [www.gwcc.com](http://www.gwcc.com)

### Parking

Please [click here](#) to view our parking options and directions.

## Important Dates and Schedule

### Exhibitor Move-In

Saturday, May 9	8:00 – 17:00
Sunday, May 10	8:00 – 17:00
Monday, May 11	8:00 – 18:00

### Exhibitor Badge Pick-Up

Monday, May 11	8:00 – 17:00
Tuesday, May 12	8:00 – 16:30

### Show Hours

Tuesday, May 12	10:00 – 17:00
Wednesday, May 13	10:00 – 17:00
Thursday, May 14	10:00 – 15:00

### Exhibitor Move-Out

Thursday, May 14	15:01 – 22:00
Friday, May 15	8:00 – 17:00

\*Please note:

- Early move-in is only available upon request.
- Any exhibitor who starts to pack or dismantle their booth prior to 15:01, May 14, 2020, will be charged a fee of \$1,000.00.



## Important Dates and Schedule continued...

---

### Symposium Hours

*Tuesday, May 12, 2020*

8:45 – 10:15  
10:45 – 12:15  
14:00 – 15:30

*Wednesday, May 13, 2020*

8:45 – 10:15  
10:45 – 12:15  
14:00 – 15:30

*Thursday, May 14, 2020*

9:30 – 11:00  
9:30 – 11:00

## Official Service Contractor

---

### Freeman

841 Joseph E. Lowery Blvd NW

Atlanta, GA 30318

Tel: +1 (404) 253-6494

Fax: +1 (469) 621-5610

Email: [FreemanAtlantaES@freemanco.com](mailto:FreemanAtlantaES@freemanco.com)

Website: [www.freemanco.com](http://www.freemanco.com)

*Freeman is able to provide you with the following services & products:*

AUDIO VISUAL

CARPET & CLEANING

FURNITURE & ACCESSORIES

DECORATIONS

DISPLAY LABOR

DRAYAGE

MATERIAL HANDLING

RENTAL EXHIBITS

RIGGING & FORKLIFT

SIGNS

## Show Colors

---

### Show Colors

Techtextil North America -

Pipe & Drape: Grey / Aisle Carpet: Blue

Texprocess Americas -

Pipe & Drape: White / Aisle Carpet: grey



## Show Management Contact Information

---

*Messe Frankfurt, Inc.*

3200 Windy Hill Rd, Suite 500 West • Atlanta, GA 30339  
Tel: +1 (770) 984-8016 • Fax: +1 (770) 984-8023

**SHOW DIRECTOR**

**Kristy Meade**  
*Group Show Director*  
Tel: +1-(770) 984-8016 x 2424  
[Kristy.Meade@usa.messefrankfurt.com](mailto:Kristy.Meade@usa.messefrankfurt.com)

**SALES**

**Sarah Hatcher**  
*Sales Manager*  
Tel: +1-(770) 984-8016 x 2403  
[Sarah.Hatcher@usa.messefrankfurt.com](mailto:Sarah.Hatcher@usa.messefrankfurt.com)

**OPERATIONS**

**Carina Whitaker**  
*Director of Operations*  
Tel: +1-(770) 984-8016 x 2438  
[Carina.Whitaker@usa.messefrankfurt.com](mailto:Carina.Whitaker@usa.messefrankfurt.com)

**Courtney Baker**  
*Senior Operations Coordinator*  
Tel: +1-(770) 984-8016 x 2420  
[Courtney.Baker@usa.messefrankfurt.com](mailto:Courtney.Baker@usa.messefrankfurt.com)

**MARKETING**

**Ali Rosenberger**  
*Marketing and Conference Manager*  
Tel: +1-(770) 984-8016 x 2428  
[Ali.Rosenberger@usa.messefrankfurt.com](mailto:Ali.Rosenberger@usa.messefrankfurt.com)



## Official Contractors

---

### Audio Visual & Computer Rental

*@ Your Service*

Attn. David Harvey  
Tel: +1-(504) 830-4565  
Fax: +1-(504) 830-4581  
[engorders@gwcc.com](mailto:engorders@gwcc.com)  
[www.gwcc.com](http://www.gwcc.com)

### Catering Service

*Georgia World Congress Center*  
Levy Restaurants  
285 Andrew Young International Blvd.  
Atlanta, GA 30313  
Tel: +1-(404) 223-4500  
[foodservicesgwcc@gwcc.com](mailto:foodservicesgwcc@gwcc.com)  
[www.gwcc.com](http://www.gwcc.com)

### Compressed Air, Water, Drain & Gas

*Georgia World Congress Center*  
285 Andrew Young International Blvd.  
Atlanta, GA 30313  
Tel: +1-(404) 223-4800  
Fax: +1-(404) 223-4813  
[engorders@gwcc.com](mailto:engorders@gwcc.com)  
[www.gwcc.com](http://www.gwcc.com)

### Electrical / Lighting

*Georgia World Congress Center*  
285 Andrew Young International Blvd.  
Atlanta, GA 30313  
Tel: +1-(404) 223-4800  
Fax: +1-(404) 223-4813  
[engorders@gwcc.com](mailto:engorders@gwcc.com)  
[www.gwcc.com](http://www.gwcc.com)

### Floral

*TLC.*  
121 Pine Drive  
Stockbridge GA 30273  
Tel: +1-(770) 507-6777  
Fax: +1-(770) 474-4676  
[plant@tlc-florist.com](mailto:plant@tlc-florist.com)  
[www.tlc-florist.com](http://www.tlc-florist.com)

### International Freight Forwarder

*Masterpiece International*  
Attn: Carley Jones  
Tel: +1(310) 321-1050  
[cjones@masterpieceintl.com](mailto:cjones@masterpieceintl.com)  
[www.masterpieceintl.com](http://www.masterpieceintl.com)

### Material Handling and Transportation

*Freeman*  
Attn. Robyn Sholar  
841 Joseph E. Lowery Blvd NW  
Atlanta, GA 30318  
Tel: +1-(404) 253-6494  
Fax: +1-(469) 621-5610  
[freemanAtlantaES@freemanco.com](mailto:freemanAtlantaES@freemanco.com)  
[www.freemanco.com](http://www.freemanco.com)

### Official Show Decorator

*Freeman*  
Attn. Robyn Sholar  
841 Joseph E. Lowery Blvd NW  
Atlanta, GA 30318  
Tel: +1-(404) 253-6494  
Fax: +1-(469) 621-5610  
[freemanAtlantaES@freemanco.com](mailto:freemanAtlantaES@freemanco.com)  
[www.freemanco.com](http://www.freemanco.com)

### Registration & Lead Retrieval

*Convention Data Services (CDS)*  
Attn. Candace Nicolo  
Tel: +1-(800) 743-0570  
[cnicolo@cdsreg.com](mailto:cnicolo@cdsreg.com)  
Lead Retrieval:  
[www.xpressleadpro.com/fe2/index.php?sc=ttna0520](http://www.xpressleadpro.com/fe2/index.php?sc=ttna0520)  
[www.xpressleadpro.com/fe2/index.php?sc=ttpa0520](http://www.xpressleadpro.com/fe2/index.php?sc=ttpa0520)

### Telecommunications

*CCLD*  
285 Andrew Young International Blvd.  
Atlanta, GA 30313  
Tel: +1-(404) 222-5500  
[info@cclld.net](mailto:info@cclld.net)  
[www.cclld.net](http://www.cclld.net)



---

### *Before the Show...*

- *Read your Exhibitor Manual* – It contains all the details, regulations and forms you will need to be prepared on-site.
- *Show Checklist* – Use this form to keep yourself in check while planning the details of your participation. Don't miss a single deadline or forget to order a service! It will save you both time and money.
- *Freight* – Be aware of shipping deadlines to avoid late or unnecessary charges. Use pre-printed labels to ensure proper delivery of your items.
- *Registration* – Register your booth staff online. For lead retrieval, please use the link below:

Texprocess Americas: [www.xpressleadpro.com/fe2/index.php?sc=ttpa0520](http://www.xpressleadpro.com/fe2/index.php?sc=ttpa0520)

Techtextil North America: [www.xpressleadpro.com/fe2/index.php?sc=ttna0520](http://www.xpressleadpro.com/fe2/index.php?sc=ttna0520)

- *Advertise and Promote* – Use online marketing, newsletters, direct mail, e-cards, press releases, telemarketing, industry publications and more to get the word out about your participation in the show.

### *During the Show...*

- *Interact with Attendees* – Make an effort to greet all attendees with a polite and outgoing attitude. Be proactive! Don't sit, read, eat or talk on the telephone in your booth - you might miss out on potential prospects.
- *Lead Retrieval* – Keep track of the attendees who visit your booth so you can contact them later. Lead management will be one of the most important components of a successful show.
- *Provide Incentives* – Give attendees a reason to visit your booth! Promote a new product, hand out giveaways, host a special party, or offer drinks and snacks. Be creative in your promotions and draw quality visitors to your booth.



### *After the Show...*

- *Follow Up with your Leads* – Contact the attendees who visited your booth. Send them more information about your products and maintain the relationship you developed at the show. Often times the key to your success at a trade show depends on how you follow up with your leads.
- *Evaluate your Participation* – Determine what types of promotion worked for increasing booth traffic, etc. Analyze the overall success of the show – learn from your mistakes as well as your successes!
- *Post-Show Meeting* – Arrange a meeting after the show with your sales, marketing and operations team. Discuss your follow up plan, what worked, and what you can improve on to increase your recognition and sales.

### *Anytime...*

- Questions? – Contact us anytime! Look for the Show Management contact information in this manual or send an email to: [ttnasales@usa.messefrankfurt.com](mailto:ttnasales@usa.messefrankfurt.com) or [tpasales@usa.messefrankfurt.com](mailto:tpasales@usa.messefrankfurt.com).