

McLane Engage 2026

Exhibitor Quick Start Guide

Welcome! This quick start guide is designed to help you navigate the most important steps for a smooth and successful exhibiting experience.

1. Key Dates (Don't Miss These)

- **July 1, 2026** – Exhibitor Appointed Contractor (EAC) Deadline
 - **July 10, 2026** – Food & Beverage Sampling Approval Deadline
 - **July 14 – August 14, 2026** – Advance Warehouse Shipping Window
 - **July 17, 2026** – Discount Pricing Deadline (orders + payment due)
 - **August 24–25, 2026** – Direct Shipping to Show Site
 - **August 24–25, 2026** – Exhibitor Move-In
 - **August 26–27, 2026** – Exhibitor Move-Out
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2. What's Included in Your Booth

Included:

- 8' back drape + 3' side drape
- 6' skirted table
- Chairs
- wastebasket
- Booth ID sign
- Basic WiFi

You **MUST** order separately:

- Booth carpet (required)
 - Electrical
 - Additional furniture or upgrades
 - Upgraded booth wifi (beyond basic needs)
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3. Shipping Made Simple

Option A: Advance Warehouse (Recommended)

Use this if you want your materials waiting at your booth when you arrive.

- Ship between **July 14 – August 14**
- Materials delivered to your booth before move-in
- Late shipments incur a **30% surcharge**

Option B: Direct to Show Site

Use this if you're shipping last-minute or have temperature-sensitive items.

- Delivery dates: **August 24–25 only**
- Shipments arriving early may incur extra fees

IMPORTANT – Refrigerated & Frozen Items

- **MUST ship direct to show site**
 - Advance warehouse does NOT accept cold storage
 - Incorrect shipments will be refused
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4. Food & Beverage Sampling

- Approval required by **July 10**
- Sampling is allowed for promotional purposes only
- **Sample size:** small tasting portions (e.g., bite-size or small pours)

Fees:

- Packaged full-size items: \$100 fee (one time, per exhibitor)
- Full-size prepared food: \$500 fee (one time, per exhibitor)

Note: Alcohol is NOT permitted

5. Ordering & Payment

- Order online (preferred method)
 - **Full payment required by July 17** for discount pricing
 - A **credit card MUST be on file** (required for all exhibitors)
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6. Labor (When You Need It)

You may need union labor if your booth involves:

- Complex setup
- Tools, ladders, or rigging
- Electrical or heavy equipment

Tip: If unsure, contact the service contractor in advance.

7. Move-In Checklist

Before arriving onsite:

- Ship materials (advance or direct)
- Order carpet and essentials
- Submit F&B forms (if applicable)
- Bring booth setup instructions

On arrival:

- Check in at exhibitor services desk
 - Confirm labor (if ordered)
 - Begin setup during assigned times
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8. Move-Out Checklist (Very Important)

1. Pack all materials completely
2. Fill out Material Handling Agreement
3. Turn in paperwork at Service Desk
4. Ensure your carrier checks in **BEFORE** the deadline

Missed carrier deadline = shipment may be re-routed at your expense

5. Donation Program (Optional)
 - Labels will be provided at your booth
 - Apply labels to items you wish to donate
 - Pickup occurs on **August 27 at 2:00 PM**
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9. Need Help?

Exhibitor Services

Phone: (774) 568-5425

Email: exhibitorservices@willwork.com