

## SHOW HOURS / EXHIBITOR SCHEDULE & GENERAL INFO

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### 2027 SHOW DATES & LOCATION

Show Dates: Monday, April 5, 2027 - Thursday, April 8, 2027  
Exhibit Dates: Tuesday, April 6, 2027 – Thursday, April 8, 2027

### McCormick Place Convention Center | Chicago

2301 S. Dr. Martin Luther King Jr. (MLK) Drive  
Chicago, Illinois 60616

### EXHIBIT MOVE-IN HOURS

Each exhibiting company will have a targeted move-in day/time (coming in the fall) depending on the location of the booth.

|                           |                   |          |
|---------------------------|-------------------|----------|
| Wednesday, March 31, 2027 | 8:00 AM – 5:00 PM | Targeted |
| Thursday, April 1, 2027   | 8:00 AM – 5:00 PM | Targeted |
| Friday, April 2, 2027     | 8:00 AM – 5:00 PM | Targeted |
| Saturday, April 3, 2027   | 8:00 AM – 5:00 PM | Targeted |
| Sunday, April 4, 2027     | 8:00 AM – 5:00 PM | Targeted |
| Monday, April 5, 2027     | 8:00 AM – 1:00 PM | Targeted |

- Exhibiting companies may work later than published times, there could be limited staffing from service providers onsite after these times. Please inform show management if you plan to work later than published times.

- All booths must be set by 1:00 PM on Monday, April 5. Booths will be forced if not set by this time.

### OFFICIAL SHOW HOURS

|                    |                    |
|--------------------|--------------------|
| Tuesday, April 6   | 10:15 AM – 5:30 PM |
| Wednesday, April 7 | 10:00 AM - 5:30 PM |
| Thursday, April 8  | 10:00 AM - 2:00 PM |

### EXHIBIT FLOOR ACCESS HOURS DURING SHOW DAYS

Exhibitors may access the exhibit floor two hours before exhibit floor opens all three show open days (Tuesday – Thursday). Access is extended one hour after exhibit floor close Tuesday and

Wednesday. Move-out is only permitted after 2:00 PM Thursday, April 8. Early move-out may result in loss of priority points.

|                     |                   |
|---------------------|-------------------|
| Tuesday, March 10   | 8:00 AM – 6:30 PM |
| Wednesday, March 11 | 8:00 AM – 6:30 PM |
| Thursday, March 12  | 8:00 AM – 8:00 PM |

#### EXHIBIT MOVE-OUT & DISMANTLING HOURS

|                    |                   |          |
|--------------------|-------------------|----------|
| Thursday, April 8  | 2:00 PM – 8:00 PM | Targeted |
| Friday, April 9    | 8:00 AM – 8:00 PM | Targeted |
| Saturday, April 10 | 8:00 AM – 4:30 PM | Targeted |

- Packing of equipment or dismantling of exhibits is **NOT** permitted until the exhibition closes at **2:00 PM on Thursday, April 8**

- To ensure all exhibitor materials are removed from the exhibit facility by the Exhibitor Move-Out deadline, please have **all carriers check-in by 1:00 PM April 10, 2027**. In the event your selected carrier fails to show on final move-out day, Freeman reserves the right to re-route your freight onto another carrier.

- Early move-out will result in loss of exhibitor points. This will impact space assignments at future Informa conferences.

- For detailed move-out information please reference the [Freeman Quick Facts](#)

#### EXHIBITOR REGISTRATION HOURS

##### Location: McCormick Place Convention Center

South Building | Level 1 | S100c

North Building | Level 2 | N226

|                    |                    |
|--------------------|--------------------|
| Sunday, April 4    | 10:00 AM – 6:00 PM |
| Monday, April 5    | 6:45 AM – 7:00 PM  |
| Tuesday, April 6   | 7:00 AM – 5:30 PM  |
| Wednesday, April 7 | 7:00 AM – 5:30 PM  |
| Thursday, April 8  | 7:30 AM – 2:00 PM  |

#### OTHER SHOW INFORMATION

- Booth drape: Black
- Aisle carpet: Tuxedo

- All aisles in the exhibit hall will be carpeted by show management.
- **Flooring/carpet is REQUIRED in ALL booths.**

### **BENEFITS OF EXHIBITING**

Each 10'X10' booth comes with the following items:

- Booth drape: 8' high in the back, 3' high on the side
- A 7"x 44" identification sign with your company name and booth number
- Five (5) badges per 100 square feet
- Dedicated exhibitor hall hours
- Recognition in Mobile App

### **ADVANCE ORDERS**

To save money and ensure availability, we strongly advise you to order services and furnishings by the **discount deadline March 3, 2027**. Not only will advance orders save money, but they will also be processed before onsite orders are filled. In some cases, orders placed onsite may not be able to be filled. **PLEASE ORDER EARLY, to ensure that your needs and budgets are met!**