

# SHOPTALK FALL

September 17-19 · McCormick Place, Chicago

## 10' x 10' Turnkey Booth Details

### What's Included (substitutions are not permitted):

- 3M (width) Single Sided Branded Fabric Backwall \*
- 1M Locking cabinet with graphic panel\*
- 1 Table (36" cafe round) and 2 Chairs
- Carpeting
- Wastebasket
- Shoptalk will coordinate all setup and teardown of the Turnkey Booth
- Complimentary Wi-Fi will be provided in the Exhibit Halls, however, if you need a faster, more reliable connection, we strongly recommend ordering a dedicated internet connection from [McCormick Place Exhibitor Services](#).
- Electrics: 120v - 500 watt (5amp) outlet
- 1 complimentary pre-show cleaning

\* Sponsor to submit and approve graphics by deadline

### What's Not Included:

- AV – orders must be placed through Freeman AV (monitors, laptops, etc.)
- F&B – light F&B is available to purchase through [McCormick Place](#) but must remain in your booth space. No outside food or beverages are permitted.

### Display Guidelines:

- Please refer to the [Exhibitor Display Rules and Regulations](#)
- All F&B, signage and promotional materials must be contained within your booth space

### Deadlines & Graphic Specs: [SUBMIT ARTWORK HERE](#)

- Cabinet Graphic – approval deadline **August 15, 2025 \***
  - Dimensions: 38-1/8" x 35-3/4"
- Fabric Backwall Graphic – approval deadline **August 15, 2025 \***
  - Dimensions: 117-3/16" x 95-3/16"
  - Recommended to keep copy/imagery at least 2: from the edge of the fabric as it stretches on install.
- Bleed: Allow a 1" bleed all around
- Resolution, color and file types: [Refer to Freeman Graphics-Artwork Submission Guidelines](#)
- [Carpet Color](#) – selection deadline **August 15, 2025**
- Submit [Permission to Exhibit](#) by **August 1, 2025**
- ALL Exhibitors must submit exhibitor insurance directly to Rainprotection by August 15, 2025. See information [here](#)

\*Graphics need up to 5 business days turn around time, please consider when submitting graphics to make approval deadline of August 15. Once you have submitted your graphics, all proofs will be sent via a Freeman email address

### Helpful Links:

[Exhibitor Resources](#) | [Display Rules and Regulations](#) | [2025 Exhibitor Terms & Conditions](#) | [Insurance Requirements & Permission to Exhibit](#) | [Freeman Exhibitor Kit](#)

### 10x10 Turnkey Booth Rendering:

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