



exhibitor.services@heritagesvs.com

1-800-360-4323

Fax 314-534-8050

Order online at: [heritagesvs.com/ordering](https://heritagesvs.com/ordering)



# TARGET CHANGE REQUEST FORM

## 2025 ATA SHOW

**Discount Deadline:**  
**12/18/2024**

\*Exhibitors requesting a revised targeted move in date and time must complete and return this form by December 12<sup>th</sup>, 2024

\*All target change requests must be approved by Heritage

\*You will be notified by email of your revised move in date and time

ARE YOU SHIPPING TO:

☐

WAREHOUSE

☐

SHOW SITE

**Please indicate day requested for new target move-in:**

\_\_\_\_\_

Monday, January 6<sup>th</sup>, 2025 8AM - 12PM

\_\_\_\_\_

Monday, January 6<sup>th</sup>, 2025 12PM - 5PM

\_\_\_\_\_

Tuesday, January 7<sup>th</sup>, 2025 8AM - 12PM

**\*Overtime rates for Labor and Material Handling will apply as noted on the Material Handling form.**

Please email this completed form to [exhibitor.services@heritagesvs.com](mailto:exhibitor.services@heritagesvs.com) by December 18<sup>th</sup>, 2024

### For Office Use Only

\_\_\_\_\_ Approved

\_\_\_\_\_ Denied

New Target Date and Time \_\_\_\_\_

Signed \_\_\_\_\_

Date \_\_\_\_\_

Exhibiting Company \_\_\_\_\_

Contact Name \_\_\_\_\_ Booth# \_\_\_\_\_

Phone # \_\_\_\_\_ Email \_\_\_\_\_

Please fax or email this form promptly to HERITAGE using the information at the top of the page - retain one copy for your files.



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## TARGET MOVE-IN INFORMATION

### 2025 ATA SHOW

**MOVE-IN DATES:**  
**JANUARY 6-7<sup>TH</sup>, 2025**

Review the target move in floor plan for your designated date and time. If you need to request an alternate target date or time, submit the Target Change Request form.

#### WHAT IS TARGETING?

Targeting is the process of systematic freight delivery based on location of booths on a floorplan and exhibitor needs.

- A scheduled target time means that your freight will begin to be unloaded at some point during your allotted time frame.
- DO NOT schedule installation labor until after your scheduled target time.
- The best way to ensure your freight will be delivered to your booth during your scheduled time is to ship your freight to the Advance Warehouse.
- Machinery, uncrated items, oversized crates, and single pieces over the weight of 5,000 lbs. cannot be accepted at the advance warehouse and should be shipped directly to show site.

#### SHIPPING LABELS

Shipping labels are included in this manual, please use them to help expedite handling.

#### CERTIFIED WEIGHT TICKETS

Certified weight tickets are required for all shipments.

#### CRATED SHIPMENTS TO THE ADVANCE WAREHOUSE

Exhibitors who wish to have their crated material arrive at show site prior to or at their target date/time may do so by shipping in advance to the HERITAGE Advance Warehouse.

- Shipments that arrive at the Advance Warehouse on or before Monday, December 30<sup>th</sup>, 2024 will be delivered to your booth prior to or during your assigned target date/time.
- HERITAGE can not guarantee delivery of late warehouse freight received after Monday, December 30<sup>th</sup>, 2024 for delivery to your booth prior to or at your assigned target date/time.

#### DIRECT SHIPMENTS TO SHOW SITE

Targeted move-in dates/times have been assigned to all booths. Please refer to the target move-in floorplan included in this manual for your assigned target move-in date/time. All trucks delivering shipments to show site must check-in at the marshaling yard two hours prior to the assigned target date/time. The schedule is either 2 hours prior to the start of the target interval or 2 hours prior to the end of the target time; your presence is not required for unloading.

#### OFF-TARGET SHIPMENTS

It is imperative that you adhere to the Target movein schedule shown on the Target Floor Plan. All trucks delivering shipments to show site must arrive at the marshaling yard either 2 hours prior to the start of the target time. Trucks missing their target time will be unloaded on a first come, first serve basis after the trucks unloaded during their target time.

ALL trucks delivering to show site must check in at the marshaling yard for assignment of dock space. See Material Handling Information in this manual for more information.

#### UNLOADING

Priority unloading will be given to carriers who are targeted and checked in at the Marshaling Yard either 2 hours prior to the start of the target interval or 2 hours prior to the end of the target time. All others will be unloaded after "on-target" carriers are unloaded. Targeted shipments should be accessible on the truck and not blocked by non-targeted shipments or the non-targeted shipment may be considered off-target.

*HERITAGE crews will make every possible effort to begin unloading carriers during their assigned target unload time.*

# ATA 2025 - TARGET MOVE-IN PLAN

JANUARY 8-10TH, 2025  
INDIANA CONVENTION CENTER - F-K  
INDIANAPOLIS, INDIANA

## Event

ATA 2025  
JAN. 8-10, 2025

## Facility

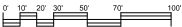
Indiana Convention Center  
100 South Capitol Avenue  
Indianapolis, IN 46225  
Hall: F-K

## Notes

Aisle Width 10' unless noted  
Ceiling Height 35'  
□ = Electrical Access  
⊗ = Column

\*FLOOR PLAN IS SUBJECT TO CHANGE AND FIRE MARSHALL APPROVAL.  
DISCLAIMER:  
EVERY EFFORT HAS BEEN MADE TO ENSURE THE ACCURACY OF ALL INFORMATION CONTAINED ON THIS DRAWING. HOWEVER NO WARRANTIES, EITHER EXPRESSED OR IMPLIED, ARE MADE WITH RESPECT TO THIS DRAWING. IF THE LOCATION OF BUILDING COLUMNS, UTILITIES OR OTHER ARCHITECTURAL COMPONENTS OF THE FACILITY IS A CONSIDERATION IN THE CONSTRUCTION OR USAGE OF AN EXHIBIT, IT IS THE SOLE RESPONSIBILITY OF THE EXHIBITOR TO VERIFY ALL DIMENSIONS AND LOCATIONS.

## Scale

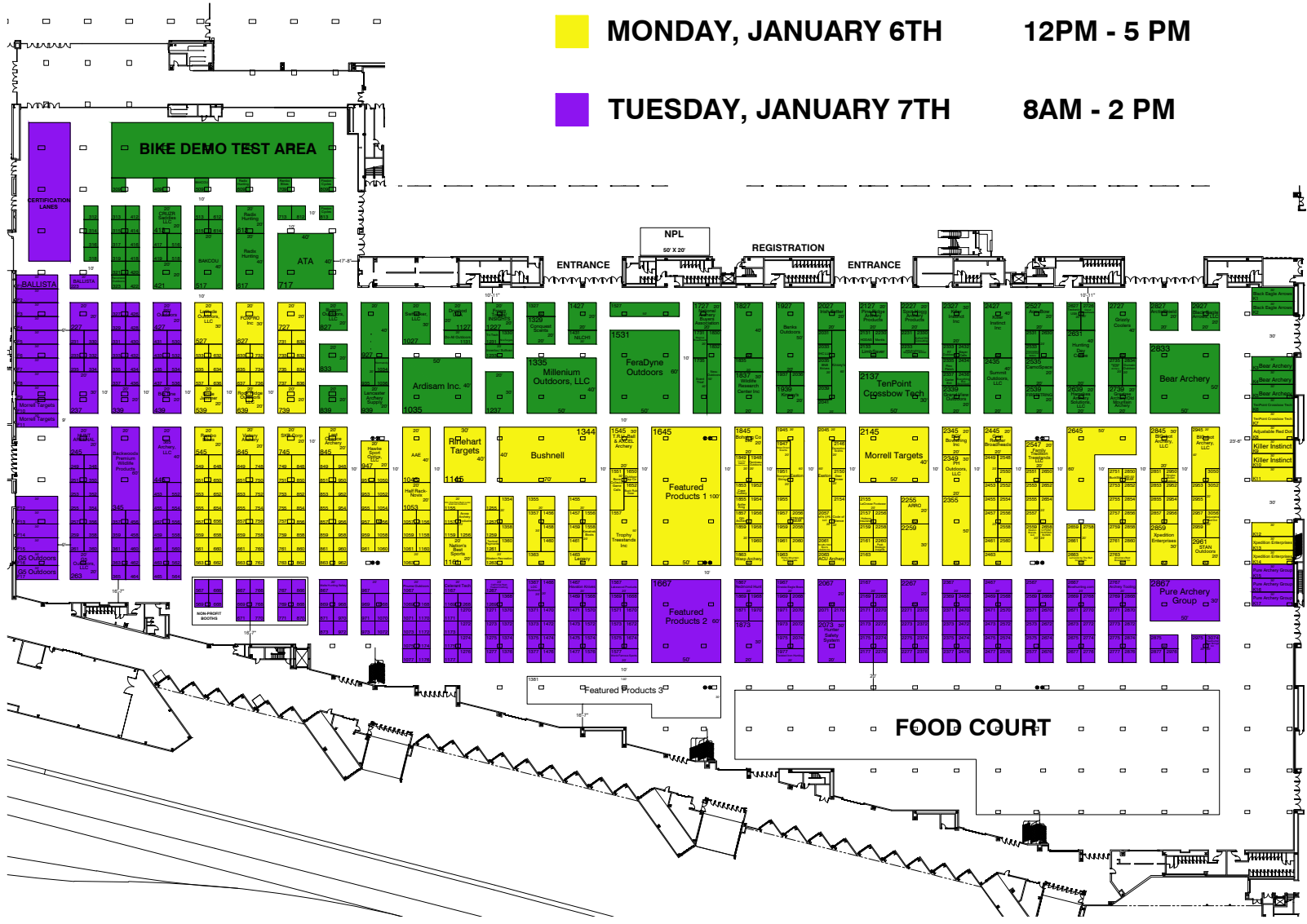


620 Shenandoah Ave. St. Louis, MO 63104  
Phone (314) 534-8500 Fax (314) 533-0906

Sales Exec: Mike Adams  
Job Number: 625026  
Drawing Created: Aug 08, 2024 - 9:27am  
Floorplans - F:\current show\2025 Shows\ATA Indianapolis 1  
25\FP\CAD\ATA2025\_05.dwg

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MONDAY, JANUARY 6TH 8AM - 12 PM  
MONDAY, JANUARY 6TH 12PM - 5 PM  
TUESDAY, JANUARY 7TH 8AM - 2 PM





## **IMPORTANT NOTICE REGARDING DIRECT SHIPMENTS**

Please be aware that the Indianapolis Convention Center does NOT receive exhibitor freight, literature or supplies through the venue package room. The package room is too small to handle Exhibit Materials and the venue's everyday receiving. All exhibit materials, being shipped directly to show site must be addressed as listed below to insure unloading and delivery to your booth area.

NOTE: Direct shipments will only be received beginning at 8:00 a.m., Monday, January 6<sup>th</sup>, 2025. Any materials sent to the venue prior to this date may be returned to sender and/or may be turned over to Heritage and will be billed according to the Show's Shipping & Receiving Rates, and will be subject to venue assessed fees.

**EXHIBITOR COMPANY NAME** \_\_\_\_\_

**BOOTH NUMBER** \_\_\_\_\_

**C/O HERITAGE  
INDIANAPOLIS CONVENTION CENTER  
100 S. CAPITOL AVE.  
INDIANAPOLIS, IN 46225**

**FOR: 2025 ATA SHOW**

All shipments should be accompanied with a Bill of Lading or Packing List indicating the total weight of shipment and piece count.

See the enclosed Shipping Information/Material Handling Order Form for detailed service descriptions, rates and limits of liability.

**WE APPRECIATE YOUR COOPERATION.  
HERITAGE EXPOSITION SERVICES**



## ***RELAX WITH OUR CAREFREE LOGISTICS!***

HES Logistics is the official show carrier. Our dedicated team of Logistics Specialists will provide you with personalized and efficient shipping solutions to make sure your freight arrives on time. We make shipping easy and convenient!

### ***INBOUND & OUTBOUND LOGISTICS***

- *Small Package*
- *Standard Ground*
- *Next Day, 2nd Day, and 3rd Day Service Levels*
- *Air Ride*
- *Flat Bed*
- *Dedicated Truckload*

### ***HES VALUE-ADDED SERVICES***

- *Priority empty return for all inbound HES Logistics customers*
- *Transparent quotes with no hidden charges such as reweigh or trade show fees.*
- *HES Logistics available 7 days a week*
- *Late to Warehouse and Late to Show Site Fee waived*
- *Outbound shrink-wrap at no charge*

### ***Have a Logistics Question?***

Contact our Logistics team:

**Phone:** 1-866-493-1675

**Email:** [shipping@heritagesvs.com](mailto:shipping@heritagesvs.com)



*Helping to Bring People Together*

## WHAT IS SHIPPING?

Shipping is the process of a carrier picking up your items from your office or place of origin and transporting it to the dock of either advance warehouse or facility dock of your event. It is separate from Material Handling. Exhibitors may use any carrier they want, including HES Logistics.



## WHAT IS MATERIAL HANDLING?

Material Handling is the process of receiving your shipment from your carrier and managing it through the event cycle. It is a standard tradeshow practice and it is a chargeable fee typically based on the weight of your shipment. Don't forget to add Material Handling to your budget!



### Material Handling Process:

- Unloading the trade show freight from your carrier once it arrives at the receiving dock.
- Transporting your shipment to your booth space.
- Removing empty shipping containers (boxes, crates, and pallets) from your booth.
- Temporarily storing your empty shipping containers during the show.
- Returning empty shipping containers to your booth once the event is over.
- Transferring the freight back to the loading dock.
- Loading the items into your carrier's delivery vehicle for return shipping

## ONE EASY WAY TO KEEP YOUR CHARGES LOWER?

### Consolidate, Consolidate, Consolidate!

Skid items as much as possible so that they are sure to arrive together. Each shipment that arrives at a separate time is assessed the minimum charge. Whether you ship to the advance warehouse or show site, it is in your best interest to consolidate as much as possible.





## OUTBOUND (RETURN) SHIPPING

### NEED A RELIABLE CARRIER TO TRANSPORT YOUR OUTBOUND (RETURN) FREIGHT?

Email, fax, or call in the information needed below to have your freight returned to your offices or next destination, and invoiced along with any other orders placed with the show decorator, Heritage Trade Show Services.

**NOTE: If the inbound or outbound shipment requires air or expedited service, please inform HES Logistics as soon as possible. HES Logistics can accommodate any type of shipping need, but specializes in LTL ground freight totaling 100 lbs or greater.**

Show Name \_\_\_\_\_

Booth Name \_\_\_\_\_

Booth Numbers (if known) \_\_\_\_\_

### **Return Delivery Information**

Company Name \_\_\_\_\_

Address \_\_\_\_\_

Suite \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Contact Name \_\_\_\_\_

Contact Number \_\_\_\_\_  
(for the driver to call if needed)

Delivery Hours \_\_\_\_\_

☐ Standard Ground Shipping (Estimated 2-7 business days)

☐ Deliver by Date \_\_\_\_\_

☐ Must Deliver on Specific Date \_\_\_\_\_

#### **USE THE SHOW CARRIER (HES Logistics) FOR ROUNDTRIP SHIPPING! BENEFITS INCLUDED**

- Lowest Material Handling Rate Offered by Heritage
- Complimentary Priority Empty Container Return
- Complimentary Shrink Wrapping and / or Banding at the Show Site, if requested
- No need to schedule a pickup for the return shipment
- All-inclusive pricing with no additional fees for pickups and deliveries, including weekend and night service
- One convenient invoice encompassing all Heritage Trade Show Services
- Transportation experts are available before, during, and after the show
- Reliable customer service seven days a week, offering complete shipment visibility and expert supervision

### **Description of Pieces & Loading Area**

(quantity / type / approx. lbs & dims L"xW"xH") Example: 2 Cases 150 lbs each 54"x36"x12" / 1 crate 600 lbs 96"x48"x40"

Is there a loading dock at the delivery address? (ex. Lift Gate Truck Required / Residential / Inside pickup / Notify / White Glove Service) \_\_\_\_\_

If not, please describe delivery area and / or additional instructions for the driver: \_\_\_\_\_

- For return (outbound) shipping, REGARDLESS OF CARRIER, all exhibitors MUST fill out a HERITAGE Bill of Lading (BOL or MHA) to the show site, unless you are hand carrying all of your items out of the show. Please fill out and return the BOL/MHA at the Heritage Service Desk. Thank You
- Generic adhesive labels can also be found at the Heritage Service Desk



## INBOUND SHIPPING

### NEED A RELIABLE CARRIER TO TRANSPORT YOUR INBOUND FREIGHT?

Email, fax, or call in the information needed below to have your freight shipped to the advance warehouse or showsite, and invoiced along with any other orders placed with the show decorator, Heritage Trade Show Services.

**NOTE: If the inbound or outbound shipment requires air or expedited service, please inform HES Logistics as soon as possible. HES Logistics can accommodate any type of shipping need, but specializes in LTL ground freight totaling 100 lbs or greater.**

Show Name \_\_\_\_\_

Booth Name \_\_\_\_\_

Booth Numbers (if known) \_\_\_\_\_

#### **Inbound Pickup Information**

Company Name \_\_\_\_\_

Address \_\_\_\_\_

Suite \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Contact Name \_\_\_\_\_

Contact Number \_\_\_\_\_  
(for the driver to call if needed)

Pickup Hours \_\_\_\_\_

Pickup Date \_\_\_\_\_  
(call HES Logistics to discuss, if needed)

#### **USE THE SHOW CARRIER (HES Logistics) FOR ROUNDTRIP SHIPPING! BENEFITS INCLUDED**

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(quantity / type / approx. lbs & dims L"xW"xH") Example: 2 Cases 150 lbs each 54"x36"x12" / 1 crate 600 lbs 96"x48"x40"

\_\_\_\_\_

Is there a loading dock at the pickup address? (ex. Lift Gate Truck Required / Residential / Inside pickup / Notify / White Glove Service) \_\_\_\_\_

If not, please describe pickup area and / or additional instructions for the driver: \_\_\_\_\_

\_\_\_\_\_

- ☐ Check this box if you request the show carrier to deliver the same pieces back to the original pickup address, via standard ground (not time critical) shipping
- ☐ Check this box if you request the show carrier to ship a different piece count, to ship to a different address, or is time sensitive whatsoever.  
-- Please fill out the next page if you choose this option.





## ARCHERY TRADE ASSOCIATION TO THE 2025 SHOT SHOW

HES Logistics is offering the OFFICIAL Caravan from Archery Trade Association to the 2025 SHOT Show.

### INCLUDED WITH SERVICE:

- Priority Empty Stickers
- Outbound shrink wrap at no charge

To sign up, please complete the information below and return to [shipping@heritagesvs.com](mailto:shipping@heritagesvs.com). A credit card must be on file to utilize this caravan service. Material Handling fees for each show are billed separately and are not included in the caravan service. Caravan orders must be recieved by Friday, December 27th, 2024 in order to guarantee service.

Company Name \_\_\_\_\_ Number of Pieces \_\_\_\_\_

Address \_\_\_\_\_ Dimensions \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Contact Name \_\_\_\_\_ Estimated Total Weight \_\_\_\_\_

Contact Number \_\_\_\_\_

Archery Booth Number \_\_\_\_\_

Shipping to: *Company Name* for the SHOT Show 2025

SHOT Booth Number \_\_\_\_\_

SHOT Target Date \_\_\_\_\_

Target Time \_\_\_\_\_

SHOT Show Site Address: **Caesars Forum**  
2025 SHOT Show  
Caesars Forum C/O Freeman  
3911 Koval Ln.  
Las Vegas, NV 89109

SHOT Show Site Address: **Venetian Expo**  
2025 SHOT Show  
The Venetian Expo C/O Freeman  
201 Sands Ave.  
Las Vegas, NV 89109

Venue

CASEARS FORUM

VENETIAN EXPO

### Have a Logistics Question?

Contact our Logistics team:

**Phone:** 1-866-493-1675

**Email:** [shipping@heritagesvs.com](mailto:shipping@heritagesvs.com)



*Helping to Bring People Together*



***Must arrive no later than  
MONDAY, DECEMBER 30<sup>TH</sup>, 2024***

**ADVANCE SHIPMENT  
TO WAREHOUSE**

TO: \_\_\_\_\_  
EXHIBITOR NAME

BOOTH NUMBER: \_\_\_\_\_

HERITAGE  
TFORCE FREIGHT C/O TF LOGISTICS  
333 FRANKLIN RD.  
INDIANAPOLIS, IN 46219

FOR: **2025 ATA SHOW**



***Must arrive no later than  
MONDAY, DECEMBER 30<sup>TH</sup>, 2024***

**ADVANCE SHIPMENT  
TO WAREHOUSE**

TO: \_\_\_\_\_  
EXHIBITOR NAME

BOOTH NUMBER: \_\_\_\_\_

HERITAGE  
TFORCE FREIGHT C/O TF LOGISTICS  
333 FRANKLIN RD.  
INDIANAPOLIS, IN 46219

FOR: **2025 ATA SHOW**



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BOOTH NUMBER: \_\_\_\_\_

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FOR: **2025 ATA SHOW**



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TO WAREHOUSE**

TO: \_\_\_\_\_  
EXHIBITOR NAME

BOOTH NUMBER: \_\_\_\_\_

HERITAGE  
TFORCE FREIGHT C/O TF LOGISTICS  
333 FRANKLIN RD.  
INDIANAPOLIS, IN 46219

FOR: **2025 ATA SHOW**



**DO NOT DELAY!**

**DIRECT SHIPMENT  
TO SHOW SITE**

**MUST NOT ARRIVE BEFORE: MONDAY, JAN. 6<sup>TH</sup>**

TO: \_\_\_\_\_  
EXHIBITOR NAME

BOOTH NUMBER: \_\_\_\_\_

C/O HERITAGE  
INDIANAPOLIS CONVENTION CENTER  
100 S. CAPITOL AVE.  
INDIANAPOLIS, IN 46225

FOR: **2025 ATA SHOW**



**DO NOT DELAY!**

**DIRECT SHIPMENT  
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TO: \_\_\_\_\_  
EXHIBITOR NAME

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TO: \_\_\_\_\_  
EXHIBITOR NAME

BOOTH NUMBER: \_\_\_\_\_

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**DO NOT DELAY!**

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TO: \_\_\_\_\_  
EXHIBITOR NAME

BOOTH NUMBER: \_\_\_\_\_

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INDIANAPOLIS, IN 46225

FOR: **2025 ATA SHOW**