



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.*

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

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\*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

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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# \_\_\_\_\_

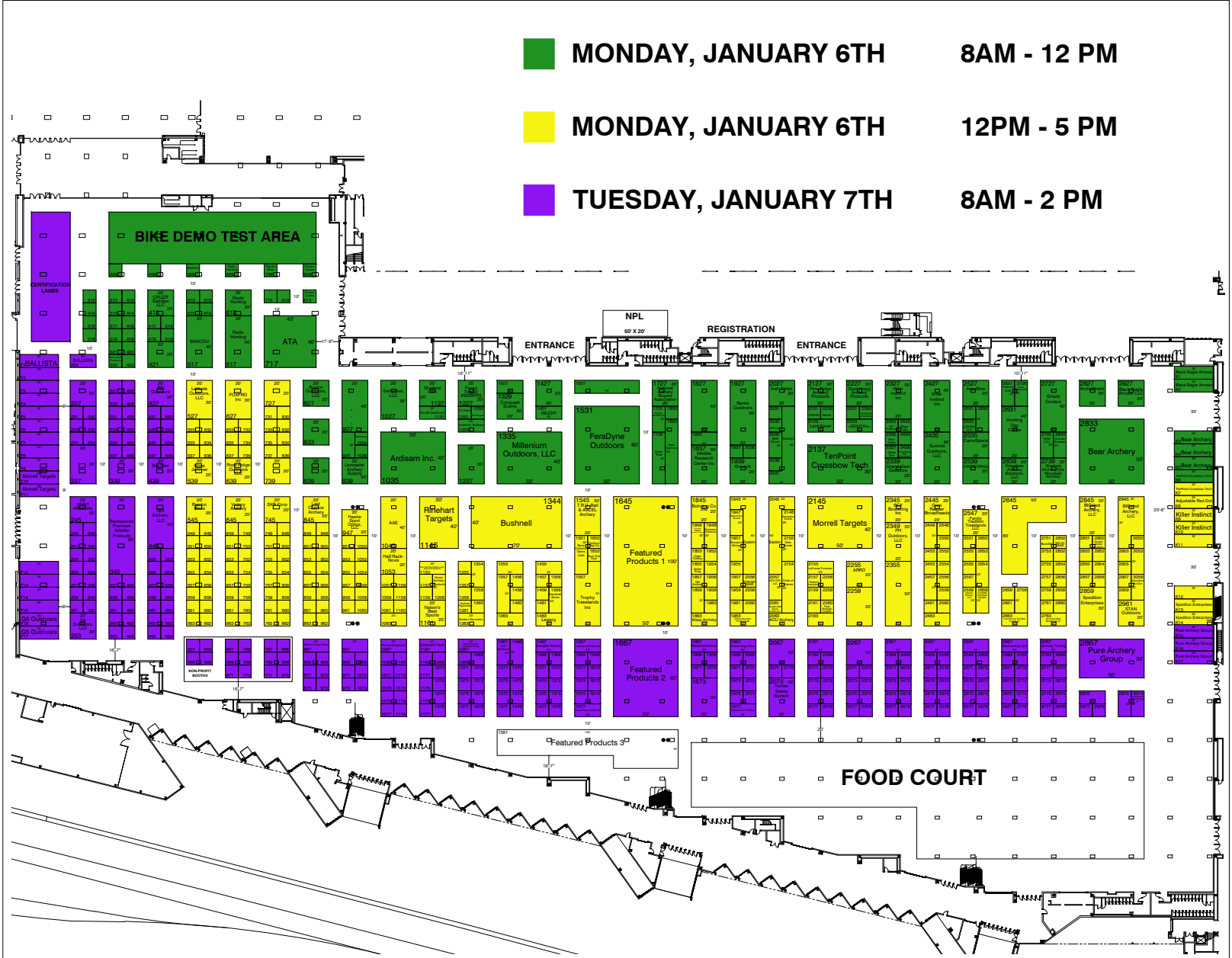
Phone # \_\_\_\_\_ Email \_\_\_\_\_

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

# ATA 2025 - TARGET MOVE-IN PLAN

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

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



### Event

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**ATA 2025**  
 JAN. 8-10, 2025

### Facility

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

### Notes

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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

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 Phone (314) 534-8500 Fax (314) 533-0906

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

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