

SECURITY TIPS ON SAFEGUARDING BOOTH PROPERTY

Do:

1. Try to be on site when your product is being delivered to your booth.
2. Conduct a physical inventory after your product has been delivered, noting any missing or damaged items.
3. When setting up your booth, place your products within a visible vicinity.
4. After setting up your booth, conduct a visual inventory of your product and the way in which it is displayed.
5. Store any excess product or give-aways either with the decorator or in a locked cabinet.
6. Either carry VCRs, DVDs, MP3 players and laptop computers with you, or store them in a locked cabinet.
7. Utilize overnight security storage if available.
8. Cover your displays with a tarp or other non-see-through materials; it creates a mental block to any perpetrator.
9. When arriving in the morning, go directly to your booth to prevent any early personnel from free shopping in your booth.
10. During the start of move-out, please stay with your booth until you either pack it or the official decorator brings your empties and packs it.
11. At the closing of the show, don't leave your booth immediately; spend some time in your booth until the floor clears.
This is one of the premium times during which theft occurs.
12. Display your product in such a way that it is not accessible from outside your booth during the event.
13. If your booth contains a lot of valuables which are difficult to secure or time-consuming to setup or teardown on a daily basis, it is recommended that you hire your own security guard over night. The expense will be justified should you lose one item.
14. Blocking the entrance to your booth prior to leaving provides a mental barricade to any perpetrator. Use either caution tape or place chairs at the entrance.
15. Try to greet anyone that comes into your booth as this will send a signal that you are aware of their presence; this will discourage any perpetrators from attempting to steal.
16. Obtain proper insurance coverage for your goods, including transit to and from the show site.

Do Not:

1. Leave your product scattered all over your booth.
2. Forget to account for your product when it is delivered to your booth.
3. Put any valuables in areas with easy access.
4. Leave immediately after event closing or move-out begins.
5. Leave electronic equipment on tables, shelves, or in other areas without securing it during non-event hours.
6. Leave your booth unattended to go shopping on the floor during event time.
7. Allow yourself to become less aware of persons approaching or leaving your booth during the event.
8. Leave purses or briefcases on tables near the entrance of the booth or in an unattended blind spot.
9. Leave any prototype product unsecured in your booth.
10. Leave your bill of lading unattended in your booth.
11. Secure any purses, briefcases, or valuables behind drapes or underneath tables. This is the first place that any perpetrator will be targeting.
12. Leave your booth unattended during lunch time. Try to work out a schedule between you and your co-workers on how to stagger your lunches.

