

EXHIBITOR INFORMATION BULLETIN

THE INSPIRED HOME SHOW

MARCH 10 – 12, 2026

Show Hours

Tuesday, March 10 8:30 a.m. - 5:30 p.m. *

Wednesday, March 11 8:30 a.m. - 5:30 p.m. *

Thursday, March 12 8:30 a.m. - **4:30 p.m.**

* IHA is promoting a “Power Hour” on Tuesday and Wednesday. This gives attendees an opportunity to extend their meetings an additional hour after the 5:30 p.m. close. Appointments are recommended. Show music will begin at 6:30 p.m.

Reminders

- Exhibitors should have booths set up by 5:00 p.m. on Monday March 9.
- Exhibitors who work before 7:00 a.m. or work past 6:00 p.m. during move-in or move-out will need to complete an [Extended Work Authorization Form](#). You may do so prior to the Show by submitting the form to operations@housewares.org or complete it once on-site at your Floor Manager’s Help Desk.
- The Grand Concourse and Grand Concourse Lobby will open one hour before Show open each day.
- Exhibitors, Manufacturers’ Reps., and approved vendors will be allowed access to all exhibit halls starting at 7:00 a.m. on Show days.
- After Show close on Thursday March 12, exhibitors have in-and-out privileges until 10:00 p.m., but only with proper identification defined as a government-issued photo I.D. that matches your official Show badge. After 10:00 p.m., exhibitors are no longer allowed back on the exhibit floors. However, if exhibitors are already in the hall at 10:00 p.m., they may continue working.

McCormick Place Emergency

Dial 312-791-6060 or dial 6060 from any house phone. Calls are recorded.

Security Office (Non-Emergency Issues)

Should you have any non-emergency issue that requires assistance from Show security, please call 312-791-6615.

Lost and Found

If an Exhibitor or Attendee of the Show finds or loses an item, please direct them to the Show Office in N426ab. The Show Office phone number is 312-791-6600.

Key Locations and Phone Numbers

North Building / Grand Concourse Lobby

Show Office (Operations + Sales)	Level 4 – Room N426ab	312-791-6600
Association Office	Level 4 – Room N426c	312-791-6601
Marketing Office	Level 4 – Room N427d	312-791-6602
Floor Manager Help Desk (Mike Marano)	Level 3 – N7700	312-808-2104
Floor Manager Help Desk (Annie Der)	Level 3 – N8647	312-808-2109

South Building

Floor Manager Help Desk (Jim Reed)	Level 3 – North Food Pod, NE Side	312-791-6613
Floor Manager Help Desk (Rob Bailey)	Level 3 – S400	312-791-6611
FedEx Kinkos (Business Center)	Level 2.5 – Off the Grand Concourse	312-949-2100
International Business Center	Level 3 – Booth S3455	312-791-6619
News Center	Level 4 – Room S401	312-791-6603

On-Site Instant Feedback Program

Once on-site, please share your feedback to help IHA assess and improve Show operations. Let us know about transportation, coat check, food service outlets or send kudos to a convention employee that positively impacted your Show experience. Should any improvements need to be made, IHA would like the opportunity to rectify.

Text: 224-809-7302

Email: operations@housewares.org

Registration Information

- A \$100 on-site registration fee starts at 12:01 a.m. on Tuesday, March 10 for all new registrants, including online submissions.
- Registrants were required to provide a unique email address for every registrant.
- Badges were not mailed in advance of the Show. ALL registrants will have to pick-up their badge once in Chicago and should be prepared to present a government-issued photo ID.
- To expedite the badge pick-up process, exhibitors should bring their Express Badge Pick-Up E-mail (on personal device or a print-out) to the printing location. This email was sent on February 25.

Registration Locations:

- **Full-Service Registration – Including Self-Service (registration and badge printing)**
South Building – Level 1, Room S103

Day	Date	Time	Notes
Thursday	March 5	8:00 AM – 5:00 PM	S103 Only
Friday	March 6	8:00 AM – 5:00 PM	
Saturday	March 7	8:00 AM – 5:00 PM	
Sunday	March 8	8:00 AM – 5:00 PM	
Monday	March 9	8:00 AM – 5:00 PM	
Tuesday	March 10	7:30 AM – 5:30 PM	
Wednesday	March 11	7:30 AM – 5:30 PM	
Thursday	March 12	7:30 AM – 3:30 PM	

- **Early-Arrival Exhibitors**
South Building, Level 3, Grand Concourse

Day	Date	Time
Wednesday	March 4	10:00 AM – 4:00 PM
Thursday	March 5	8:00 AM – 4:00 PM
Friday	March 6	8:00 AM – 4:00 PM
Saturday	March 7	8:00 AM – 4:00 PM
Sunday	March 8	8:00 AM – 4:00 PM
Monday	March 9	8:00 AM – 7:00 PM

- **Express Badge Pick-Up Only Locations**

- **South Building Level 1, West Transportation Lobby**
Available Show days only. Near Shuttle Bus Drop-Off & Coat Check

Day	Date	Time
Tuesday	March 10	7:30 AM – 2:00 PM
Wednesday	March 11	7:30 AM – 2:00 PM
Thursday	March 12	7:30 AM – 12:00 PM

- **South Building, Level 3, Grand Concourse**
Same location as Early-Arrival Exhibitors

Day	Date	Time
Tuesday	March 10	7:30 AM – 2:00 PM
Wednesday	March 11	7:30 AM – 2:00 PM
Thursday	March 12	7:30 AM – 12:00 PM

Lead Retrieval

Exhibitors reserving lead retrieval equipment from Maritz may pick up their unit at in the South Building, room S104b. When exhibitors placed their lead retrieval order, they received login information and instructions on how to access their real-time, on-site leads.

Exhibitor Services Center

Exhibitor Services Centers are in each building. Utilize the center to obtain assistance with orders for electrical, plumbing, gas, labor, cleaning, furniture, audio / visual, internet, telephones, photography, hosts, floral, product donation and freight.

- North Building, Level 2 (Room N230b)
- South Building, Level 2.5 (Under food pods)

Technical Services Department - Internet, Telephone, Cable Access Television (312) 791-6426

McCormick Place's Technical Services Department (TSD) is responsible for providing internet, telephone, and cable access. TSD has a service desk within the Exhibitor Services Centers in both the North and South Buildings.

- North Building, Level 2 (Room N230b)
- South Building, Level 2.5 (Under food pods on Exhibit Floor)

Complimentary Wi-Fi Service

The International Housewares Association is proud to offer complimentary Wi-Fi at the McCormick Place Convention Center. Wireless internet access is available for laptops, tablets, phones, and other mobile devices. This service is offered as a convenience for light web browsing, it should not be used for "mission critical" purposes in your booth.

For best results, you must provide a device with a Wi-Fi 6 or Wi-Fi 6E (802.11ax) compatible wireless receiver. Legacy support for 802.11a /n/ac is available, but performance may vary. Security is, as always, a major concern, so please ensure that you have anti-virus and firewall software installed and updated.

The SSID (network name) to look for on your mobile device is:

Exhibit Floor: TIHS2026

Public Space: The Inspired Home Show

Hardware Supplies Available at McCormick Place

McCormick Place will have various hardware supplies available for purchase starting on Wednesday, March 4. If you need last minute items for your booth set up and tear down, save time by purchasing them at the FedEx Office located in the South Building, Level 2.5. Commonly used items such as tool kits, batteries, tape, cleaning products, hanging supplies, light bulbs, ladders, shelving, etc. will be available.

Free Meeting Rooms on Exhibit Floors

Complimentary meeting rooms are available on each exhibit floor. These soundproof rooms accommodate up to 10 people, conference style. Rooms are available to registered Retailers and Exhibitors only, with a two-hour maximum per booking. No food or beverage is permitted. You may reserve a room in advance by contacting Sarah Veenstra at sveenstra@housewares.org. Otherwise, an attendant stationed outside the room will assist with on-site reservations.

South Building: S2330 and S2331

North Building: N8635 and N6035

If you require a McCormick Place meeting room, please contact Sarah Veenstra at sveenstra@housewares.org.

Walkable Food Service Options:

McCormick Place is surrounded by a growing community called "McCormick Square" which now includes several hotel options and new culinary experiences. Please review the list of [walkable food options](#).

Exhibitor Personal Consumption

If ordering delivery from a restaurant for staff member consumption, delivery personnel cannot leave their vehicles. The Exhibitor MUST meet the driver at designated locations to hand carry the food back to their booth.

North Building: Gate 22

South Building: Gate 4

More information can be found in McCormick Place's [Exhibitor Personal Consumption Policy](#) document.

Demonstration Clean-Up Areas

For exhibitors that prepare food at the Show, clean-up areas with a working utility sink and cleaning supplies are available on each Exhibit floor. Please report any operations-related issues to your Help Desk/Floor Manager.

North Building: Booth N8659

South Building: Booth S2830

Transportation Services

Transportation information is provided on our [Transportation Webpage](#) and within the “Hotels & Transportation” tile within the Show’s mobile app. Once on-site, information can be found at any information counter as well as the dedicated transportation counter just outside the Metra train station entrance in the South Building, Level 2.5.

FREE Transportation Service:

Shuttle Bus:

- On Show days from 7:00 a.m. – 10:30 a.m., complimentary shuttle bus service will be available.
 - All routes (1 – 6) will drop-off in the South Building ONLY (Gates 1–3)
 - There is no service in the North Building.
- On Show days from 3:00 p.m. – 7:00 p.m., complimentary shuttle bus service will be available.
 - All routes (1 – 6) will pick-up in the South Building ONLY (Gates 1-3)
 - There is no service in the North Building.
- Mid-day shuttle service is not available.

Metra Train:

- Take advantage of the free Metra train to and from McCormick Place from March 7 – March 12.
- Access to Metra platform is in the South Building, Level 2.5.
- Trains go from McCormick Place to downtown stations and result in a short walk to most block hotels.
- Free Metra train passes are available in the Show app and via a scannable QR code at the Show’s information counters.

PAID Transportation Service:

Taxis

- Taxis are available to and from each building, but the primary location is in the South Building, Level 1 at Gate 4. Ensure your taxi turns on their meter. Do not negotiate flat rates for locations within the city (not including airports).

Rideshare

- Rideshare companies, such as Uber and Lyft, can pick up and drop off at McCormick Place. The designated pickup and drop-off location is the South Building, Level 1, Gate 4.

CTA Bus

- McCormick Place is connected to the Chicago Transit Authority (CTA) by city bus and elevated train.
 - Elevated Train “L”: Green Line Cermak-McCormick Place Station (going to McCormick Place)
 - City Bus: #3 King Drive Bus is the most popular and convenient bus route to McCormick Place as it runs North/South along Michigan Avenue serving many downtown hotels.

Airport Express

- Airport Express to O’Hare and Midway airports is available in the South Building (Gate 3)
 - Wednesday, March 11 and Thursday, March 12 from 12:00 pm – 6:00 pm

Labor Reform / Expanded Exhibitor Rights / Cost Savings

- **Install / Dismantle** - Exhibitors can set up and dismantle their own booth of ANY SIZE or you can work side by side labor and assist. However, exhibitors setting and dismantling their own booth structure must be full-time employees and employed with the exhibiting company for at least six months.
- **Display Labor Rates** - Make sure to check the display labor rates your company is being charged. If you are not using the Show’s General Contractor, Freeman, as your booth installer, please review the rates your company is being charged to see if they are comparable to the advance rates listed below that IHA has negotiated.

Straight Time:	\$138.30
Time-and-a-Half:	\$207.50
Double Time:	\$276.75

- **Utility Services / Labor Rates** - IHA has chosen Freeman to provide all electrical and plumbing services for the 2026 Show. Please see the advance rates below.

<u>Electrical Labor</u>		<u>Plumbing Labor</u>	
Straight Time:	\$121.30	Straight Time:	\$133.90
Time-and-a-Half:	\$182.10	Time-and-a-Half:	\$198.15
Double Time:	\$242.65	Double Time:	\$261.60

- Be sure to review IHA's Electrical FAQ for additional ways to cut costs. The Exhibitor Bill of Rights is the protection of your rights and the right to request a review of your invoices. If you have any questions or feel that your Exhibitor rights are not being complied with, please contact the following McCormick Place personnel via email or telephone. Be prepared to discuss the details of your experience and provide a written report with any corresponding documentation.

Exhibitor Rights Hotline:	312-791-7299	No Email
Alicia Johnson:	312-791-7186	ajohnson@mpea.com
Patrick Allen:	312-791-6551	pallen@mpea.com
Dean Hinderman:	773-709-7076	dhinderman@mccormickplace.com

- **Food Service** – OVG Hospitality is the food service provider at McCormick Place. OVG Hospitality offers an improved quality and variety of food offerings as well as the speed of delivery within McCormick Place.
 - Exhibitors can bring their own food and beverage items into McCormick Place. However, any items brought in from the outside must only be for the Exhibitors' personal consumption.
 - If using a local restaurant, delivery personnel cannot leave their vehicles. The exhibitor MUST meet the driver at designated locations to hand carry the food back to their booth.
 - North Building – Gate 22
 - South Building – Gate 4
- **Reduce Material Handling/Drayage Charges** – The Automobile and Small Utility Vehicle (ASUV) Program allows Exhibitors to unload and load automobiles and small utility vehicles at designated locations without hiring union labor. This is an option for exhibitors that have small shipments. Utilizing this program will eliminate any material handling/drayage charges.
 - There are no weight restrictions and Exhibitors will be able to use their own manual carts and 2-wheel dollies to transport their materials. Cart and dollies will not be available on-site.
 - Exhibitors will have a maximum of 20 minutes to unload and load their materials. Vehicles cannot be left unattended, so it is recommended to work as a 2-person team.
 - ASUV Program hours are:

<u>Inbound:</u>	
Sunday, March 8	8:00 a.m. - 12:00 p.m. & 12:30 p.m. - 4:30 p.m.
Monday, March 9	8:00 a.m. - 12:00 p.m. & 12:30 p.m. - 4:30 p.m.

<u>Outbound:</u>	
Thursday, March 12	4:30 p.m. – 8:00 p.m.

IMPORTANT – Reduce your material handling/drayage costs by eliminating special handling charges. Special handling charges can increase your expenses by 23% but can be avoided if shipments are packed correctly and do not require special handling when unloaded. For more shipping information, please go to the "Shipping Information" section of the online Exhibitor Services Kit.

Exhibitor-Appointed Contractors (EACs)

For questions or problems related to union labor work rules and Exhibitor-Appointed Contractors (EACs) while at McCormick Place, please call Dean Hinderman at 773-709-7076. Beginning Wednesday, March 3, EAC can pick up their wristbands from EAC Management at the desk in the South Building, Level 3, Grand Concourse.

Security Measures

IHA has made every effort to schedule maximum security for perimeter areas and has hired off-duty police officers during move-in and move-out. However, remember the following security tips:

- Store your valuables in the complimentary security lock-up area provided on each exhibit floor.
 - North Building, Level 3 – Front of Hall B2 (East Side)
 - South Building, Level 3 - East side of Hall, Near Booth S130
- Keep purses, bags, and other packages in a safe place. Consider renting a security cage for your booth.
- Always wear your badge. Badges must not be loaned or given to other people and should NOT be discarded. This will help prevent others from using your identity to remove product from the Show floor.
- Store valuable items in locked rooms or boxes. Hiring a booth guard is also an option.
- If possible, exhibitors should designate one of your personnel or hire a booth guard to remain at your booth until the final pick-up of your shipment is complete.

No Cash Sales

As a not-for-profit organization, IHA must comply with city, state and local tax regulations. For this reason, the exchange of payment for product on the exhibit floor is prohibited. Security will confiscate unauthorized product leaving the Show floor. Violations may affect eligibility for future Shows. Trade Guests and Industry Affiliates are NOT approved to remove any product from the Exhibit floor.

Product Donation Program (Charity Donations)

Since selling product at the Show is prohibited, IHA has approved charities to collect products from exhibitors at the close of the Show as part of our Product Donation Program. We encourage exhibitors to donate their product to one of the charities listed below:

- Habitat for Humanity ReStore Chicago
- K9's for Veterans
- The Salvation Army
- The Teen Bridge Center (NEW)

Those exhibitors who wish to dispose of all or part of their merchandise to these charities must obtain the appropriate forms at the Exhibitor Services Center in their building, starting Wednesday, March 11 (after 12:00 noon).

Photography Policy

During Show hours, exhibitors are responsible for monitoring the photography or videotaping of their booth and product by attendees. Only IHA, an approved photography company, or credentialed news media with a photography ribbon, will be allowed to photograph exhibits during Show hours. If you are hiring a company to photograph or film in your booth, please register them as an Exhibitor-Appointed Contractor. Take advantage of complimentary "No Photography" signs provided by IHA. An order form is available in the online Exhibitor Services Kit.

Designated Smoking Areas

Smoking is prohibited in all enclosed areas of McCormick Place, including exhibit halls, meeting rooms, lobbies, food service areas, hallways, stairwells, and parking garages. Smoking is also prohibited within 15 feet of any entrance to a smoke-free facility. There will be security at all exit doors to ensure smoking does not take place in unauthorized areas. For more information, please review a map of the [outdoor designated smoking areas](#).

Freight Target Floor Plans

- The Inspired Home Show is a targeted event. This means exhibitors are assigned a specific date and time for moving into an exhibit hall through [Freight Target Floor Plans](#). Shipments delivered to the advance warehouse will be delivered to the exhibit space by the designated target date and time.
- Shipments delivered to Show site must adhere to the assigned target date and time for delivery.
- Carriers should be advised to arrive at the McCormick Place Marshalling Yard at least two hours prior to the target assignment.

Exhibitor Move-In Schedule

Dates	Hours	Description
Tuesday, March 3	8:00 p.m. – 4:30 p.m.	Targeted Move-In
Wednesday, March 4	8:00 a.m. – 4:30 p.m.	Targeted Move-In
Thursday, March 5	8:00 a.m. – 4:30 p.m.	Targeted Move-In
Friday, March 6	8:00 a.m. – 4:30 p.m.	Targeted Move-In
Saturday, March 7	8:00 a.m. – 4:30 p.m.	Exhibitor Move-In
Sunday, March 8	8:00 a.m. – 4:30 p.m.	Exhibitor Move-In
Monday, March 9	8:00 a.m. – 4:30 p.m.	Exhibitor Move-In

Move-In Reminders

- Based on the above schedule, it is recommended to arrange for booth build labor on straight time days on Tues, 3/3, Wed 3/4, Thurs, 3/5 and Fri 3/6.
- Plan for booth merchandising and product placement anytime on Sat, 3/7, Sun, 3/8 and Mon, 3/9.
- Booth structures must be fully installed and empties removed by 5:00 pm on 3/9.
- All booths must be set by 5:00 p.m. on 3/9. Exhibitors may work later on 3/9, if necessary.
- “KEEP CLEAR - NO FREIGHT” aisles (fire aisles) MUST be kept clear during move-in.
- Century Maintenance will do sweeps throughout move-in and move-out, focusing on cardboard boxes, corrugated materials, visqueen, metal and trash. For your trash to be removed, please:
 - Break down and flatten all cardboard boxes and place them at the edge of your booth, not in the aisles. You make it easier to handle and prevent recyclable boxes from becoming trash receptacles.
 - Stacked boxes may be construed as “empties” to be placed in storage and may not be removed. If you do want any boxes/containers returned at Show close, pick-up “Empty” stickers at the Exhibitor Services Center and adhere them on your items.
 - Place all metal banding and wood materials separate from other trash at the edge of your booth.
- If there is excess trash in the aisles, please contact the Help Center in your building.
- Exhibitors or Exhibitor-Appointed Contractors wanting to work before 7:00 a.m. or past 6:00 p.m. must complete the [Extended Work Authorization Form](#) and should be submitted to operations@housewares.org prior to the Show or at your Floor Manager’s Help Desk.
- Storage behind exhibit structures is prohibited. Items will be removed by the Fire Marshal and potentially discarded.
- No vacuuming can be done after 8:30 a.m. on Tuesday, March 10.
- No one under 18 years of age is allowed on the exhibit floor during move-in and move-out.
- Arrangements for special handling of product containers must be made in advance at the Freeman Service Desk to ensure storage and delivery of the containers back to your booth at the close of the Show.
- Pick up “Empty Labels” at the Exhibitor Services Center or Help Center / Floor Manager Desk. Place a label on each container. Labeled containers will be picked up periodically and stored in inaccessible storage.
- Utility services will be supplied at the rear of the booth. Exhibitors should allow a one-foot corridor in the rear and six inches on one side of their booth to allow passage for utility personnel.
- To ensure maximum traffic flow on the exhibit floor, exhibitors building contiguous displays along main number aisles should have a 10’ opening / entrance for every 30’ of contiguous display.

Exhibitor Move-Out Schedule

Dates	Times	Buildings
Thursday, March 12	4:30 p.m. – 10:00 p.m.	All Exhibit Halls
Friday, March 13	8:00 p.m. – 4:30 p.m.	All Exhibit Halls
Saturday, March 14	8:00 p.m. – 4:30 p.m.	All Exhibit Halls
Sunday, March 15	8:00 p.m. – 4:30 p.m.	Dark Day
Monday, March 16	8:00 p.m. – 4:30 p.m.	All Exhibit Halls Carrier Check-In: 10 am Exhibitor Clear Deadline: 4:30 pm

South Building (Hall A) & North Building (Hall B) Exhibitors

All materials must be packed, Material Handling Agreement (MHA) turned into the Exhibitor Services Center and Freight removed by 4:30 p.m. on Monday, March 16, 2026. All carriers must be checked into the Marshalling Yard by 12:00 p.m. on Monday, March 16, 2026. Shipments will start being rerouted by 12:00 p.m. on Monday, March 16, 2026.

Crate Return Schedule

The Show closes at 4:30 p.m. on Thursday, March 12. The anticipated schedule to return cardboard boxes, fiber cases and empty crates for products will be as follows:

Thursday, March 12

- 4:30 p.m. Begin removal of aisle carpeting.
- 5:30 p.m. Begin returning Priority Storage.
- 6:30 p.m. Begin returning all other empty storage.

Friday, March 13

- 12:00 a.m. Anticipated completion of returning all empty crates.

Move-Out Reminders

- The Show will close Thursday, March 12 at **4:30 p.m.** All exhibits must remain fully operational until that time.
- Do not begin packing your booth or product before 4:30 p.m.
- Schedule tear down labor for Thurs, 3/12, Fri, 3/13 and Mon, 3/16 to avoid overtime fees.
- North Building (Hall B) & South Building (Hall A) exhibitor freight carriers must be checked into the marshalling yard by Mon, 3/16 by 12:00 p.m.
- At the close of the Show, the empty containers will be returned to booths in random order.
- Exhibitors should not give the labor crew gratuities or products to receive their empty crates or cartons first. Please report any violations to IHA at 312-791-6600.
- There should be no cash or credit card sales at the Show. Writing orders are encouraged, but selling product, interpreted as an exchange of payment for product, on the exhibit floor is not allowed.
- Attendees will **NOT** be able to exit the exhibit floor with purchased product.
- Anyone leaving the Show floor with product after 4:30 p.m. must present a government-issued photo I.D. that matches their official Show badge.
- Do not leave your booth unattended after the Show closes. The exhibit floor remains active, and unattended product is vulnerable to theft. Consider staggering staff coverage or arranging for security.
- Exhibitors may enter and exit the Show floor until 10:00 p.m. with proper identification. After 10:00 p.m., re-entry is not permitted, though exhibitors already working in the hall may continue
- Fire regulations require that booth power be disconnected at 4:30 p.m., Thursday, March 12. Electrical service to exhibits will be turned off at this time unless a special request for power has been placed with Freeman Electrical Service Desk prior to 1:30 p.m. on Thursday March 12.
- At Show close, telephones should be disconnected and returned to the McCormick Place Technical Services Department Service Desk located in the Exhibitor Services Center. All telephones must be returned prior to 12:00 p.m. on Friday, March 13.
- Exhibitors are to arrange with their Exhibitor-Appointed Contractor to remove all trash from the booth area after dismantling. If not done, the Exhibitor will be charged for the removal of excess trash.
- If rented, be sure to return your lead retrieval unit within one hour after the Show closes to avoid a late fee charged to the credit card used for deposit.
- Freeman requires a Material Handling Agreement for all items that are being taken to the dock for outbound shipping. Exhibitors can begin preparing this document on the [Freeman Online](#) website or at the Exhibitor Services Center during move-in or during Show hours. A completed agreement will be given to Exhibitors prior to move-out. Once your shipment is packed and ready to be picked up, please return the Material Handling Agreement to the Exhibitor Services Center. Freeman will not schedule your pick-up, all your orders through the general contractor must be paid in full.
- Special arrangements can be made through Freeman to transport Exhibitor merchandise to the warehouse.
- Exhibitors will be responsible for making all arrangements with transportation companies for the prompt pickup of their shipments. If the Exhibitor does not designate a carrier, Freeman will be forced to use the designated Show carrier and reroute at the Exhibitor's expense.