

TARGET as of 01/07/2025

Thursday - March 6, 2025: 2:00PM-5:00PM

Friday - March 7, 2025: 8:00AM-10:00AM

Friday - March 7, 2025: 1:00PM-3:00PM

Saturday - March 8, 2025: 8:00AM-10:00AM

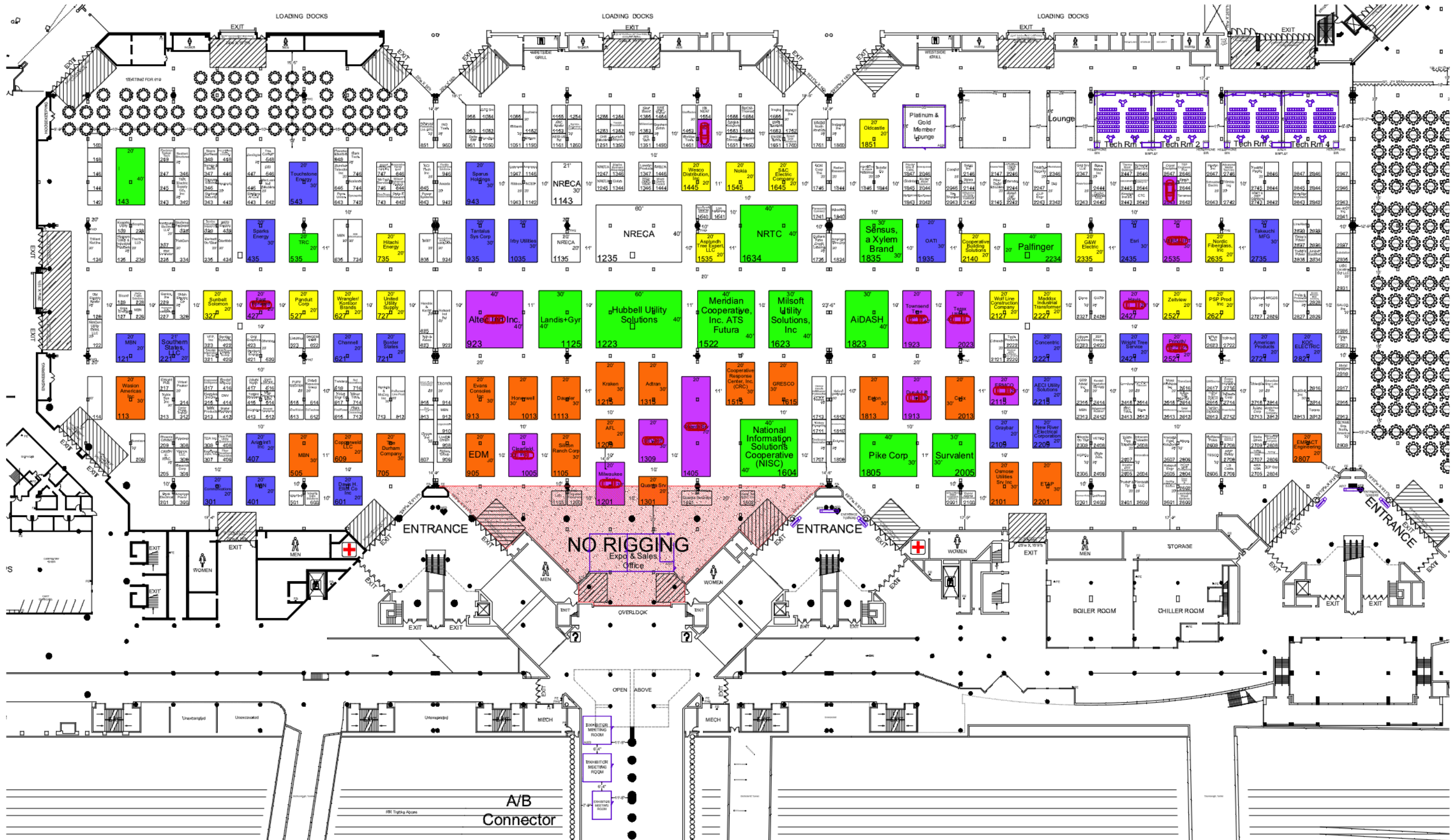
Saturday - March 8, 2025: 1:00PM-3:00PM

General Move-In

# TechAdvantage Expo

## March 10-12, 2025

### Georgia World Congress Center - Exhibit Halls B1-B3 - Level 1 Atlanta, GA



Shepard Exposition Services has made every effort to ensure the accuracy of all information contained on this floor plan. However, no warranties, either expressed or implied, are made with respect to this floor plan.

Verifying the locations of building columns, utilities, or other architectural components of the facility is the sole responsibility of the exhibitor/show management.

**SUBJECT TO FIRE MARSHAL APPROVAL**

# TARGET INFORMATION

## FIND YOUR TARGET DATE.

**2025 NRECA PowerXchange and TechAdvantage**

Georgia World Congress Center | Atlanta, GA

**G125250325**

March 10 - 12, 2025

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

### 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 Shepard Advance Warehouse.

Shipments that arrive at the Advance Warehouse on or before **Thursday, March 6, 2025** will be delivered to your booth prior to or during your assigned target date/time.

Shepard can not guarantee delivery of late warehouse freight received after **Thursday, March 6, 2025** 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 move-in 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 Authorization, Material Handling Information, Target Confirmation, and Material Handling 101 included in this manual.

### 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.

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



2025 NRECA  
PowerXchange  
& TechAdvantage

## 2025 NRECA PowerXchange and TechAdvantage

Georgia World Congress Center | Atlanta, GA  
March 10 - 12, 2025

G125250325

# TARGET CONFIRMATION

**TARGET DEADLINE: MONDAY, FEBRUARY 17, 2025**

## Confirm your target move in date and time in two easy steps, then email in the form!

Target move-in dates/times have been assigned to all exhibitors. Please refer to the Target Move-in Floor Plan for your assigned move-in date/time. All vehicles (trucks, van lines, privately-owned vehicles) delivering shipments to show site must check in at the marshaling yard 2 hours prior to your assigned target date and time.\*

\* Exhibitor shipments arriving at show site that have not completed this form will be unloaded AFTER confirmed exhibitors on a first come, first serve basis.

### Step 1. Complete exhibiting company information.

COMPANY NAME: \_\_\_\_\_ BOOTH NUMBER: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_ PHONE NUMBER: \_\_\_\_\_

CONTACT EMAIL ADDRESS: \_\_\_\_\_

#### Assigned Target Date and Time

Schedule your shipment to arrive at the marshaling yard two (2) hours prior to your assigned target date/time.

#### Need to request a new assigned target date or time?

**Complete the Freight Target Change Request by:**

**Monday, February 17, 2025**

### Step 2. Provide shipment details.

#### Where are you shipping?

☐ Advanced Warehouse\*\* ☐ Direct to Facility/Show Site

\*\* Uncrated machinery, crated machinery over 5000 pounds, or machines requiring a flatbed truck will not be accepted at the advance warehouse. These items should be delivered directly to the facility on your designated target day and time.

What is the weight of your shipment? \_\_\_\_\_

How many pieces are in your shipment? \_\_\_\_\_

Dimensions of largest piece of freight? \_\_\_\_\_

How many truck loads do you have? \_\_\_\_\_

Weight of largest piece of freight? \_\_\_\_\_

Name of Carrier \_\_\_\_\_

Carrier Contact Phone Number \_\_\_\_\_

#### If Shipping Direct to Facility/Show Site

☐ Flatbed ☐ Close Trailer ☐ Container

#### Is Special Equipment Required to Unload

☐ Crane ☐ Extended Forklift Blades ☐ Rollers ☐ Sling  
☐ Other \_\_\_\_\_

#### Will you require a forklift in your booth space to unskid, assemble, or spot display/machinery?

☐ Yes ☐ No  
(if Yes, please place a forklift order with Exhibitor Service)

#### Have you ordered carpet from Shepard?

☐ Yes ☐ No

#### Do you want your carpet installed prior to your target time?

☐ Yes ☐ No



Email completed form to: [targets@shepardes.com](mailto:targets@shepardes.com)

[shepardes.com](http://shepardes.com)

# TARGET CHANGE REQUEST



**2025 NRECA PowerXchange and TechAdvantage**

**G125250325**

Georgia World Congress Center | Atlanta, GA  
March 10 - 12, 2025

**TARGET DEADLINE: MONDAY, FEBRUARY 17, 2025**

If you would like to request a change in your assigned target date/time, please complete and return this form. All requests will be reviewed and responded to within one week of received request.

Completion of this form does not automatically guarantee approval of request. We will attempt to honor all requests, but may not be able to grant all requests due to logistical considerations, booth locations, dock availability and labor demands.

All Target change requests must be received no later than:

**Monday, February 17, 2025**

## Step 1. Complete company information.

COMPANY NAME: \_\_\_\_\_ BOOTH NUMBER: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_ PHONE NUMBER: \_\_\_\_\_

CONTACT EMAIL ADDRESS: \_\_\_\_\_ NUMBER OF TRUCKLOADS: \_\_\_\_\_

### Where are you shipping?

☐ Advanced Warehouse\* ☐ Direct to Facility/Show Site

\* Uncrated machinery, crated machinery over 5000 pounds, or machines requiring a flatbed truck will not be accepted at the advance warehouse. These items should be delivered directly to the facility on your designated target day and time.

## Step 2. Provide target information.

CURRENTLY ASSIGNED DATE: \_\_\_\_\_ CURRENTLY ASSIGNED TIME: \_\_\_\_\_

REQUESTED DATE AND TIME: \_\_\_\_\_

REASON FOR CHANGE: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_



Email completed form to: [targets@shepardes.com](mailto:targets@shepardes.com)

[shepardes.com](http://shepardes.com)