

Designed for small businesses who are first-time trade show exhibitors - helping you reach your full trade show potential...

Trade Show Training



Acknowledgements

This document was created by Angelyn DeYoung, Marketing Officer for the Montana Department of Agriculture's Agricultural Marketing & Business Development Division. The content was taken from published resources; interviews with trade show exhibitors; and guidance from other states and Canadian provinces.

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Track 1: Planning

This track will take you through the steps for planning for a trade show, including deciding if trade shows are right for your business, picking the right show, and budgeting for trade shows.



Are Trade Shows Right for My Business?

First off, what is a trade show? A trade show is a large convention where people in a specific industry present their goods to distributors and retailers wanting to buy those goods wholesale. Press and other members of the industry attend as well. It is usually a trade only event, not open to the public, which means that you'll likely only write orders at the show, instead of making immediate, "cash and carry" sales.



Some trade shows are small, with only 100 – 500 booths, and they attract mostly local and regional buyers. Other trade shows are large, with up to 5,000 exhibitors, attracting buyers from all over the country and often even some buyers from other countries – sometimes in excess of 50,000 buyers!

What Trade Shows Provide

When determining whether or not trade shows are right for your business, it helps to know what trade shows provide.

1. **Personal relationships.** Face-to-face marketing gives you an edge. When you can look into a prospect's or customer's eyes and create a personal relationship, you are halfway to reaching key objectives for your brand. In fact, spending for trade shows and exhibitions is still on the rise, surpassing other marketing spending, such as print advertising, according to the Center for Exhibition Industry Research (CEIR). The reason may be that exhibitors and attendees see strong value in exhibitions; according to a Benchmark Research report, 91 percent of all decision-makers find exhibitions an "extremely useful" source of purchasing information.



2. **Cost-effective leads.** For contacting a prospect and closing a sale, trade Shows are typically more cost-effective than personal sales visits or "field calls." According to one study, you can save more than \$500 per buyer by first connecting with a them at a trade show (see *How Much Does It Cost to Make Contact with a Prospect?* and *How Much Does It Cost to Close a Sale?*).
3. **Forum to obtain customer feedback.** Trade shows offer the perfect opportunity to query attendees on taste tests, packaging options, etc. via in-exhibit surveys, informal polls, in-booth focus groups, and product comparisons.



4. **Opportunity to gather competitive intelligence.** By walking the show floor, attending seminars, and simply networking with customers and industry peers, you can assemble valuable data about everything from new competitive threats and industry trends to clever marketing strategies and up-and-coming leaders.



5. **Chance to educate yourself about the industry.** Exhibits, educational sessions, and after-hours events offer endless opportunities to meet key individuals within your industry, to build relationships with existing customers and prospects, and to soak up valuable information.



6. **Find partners and form strategic alliances.** Make time during the show to talk to other exhibitors, either at networking events or by simply stopping by their booths, and you could come away with invaluable business opportunities that might have otherwise gone undiscovered.



How Much Does It Cost to Close a Sale?

Data & Strategies Group

How Much Does It Cost to Close a Sale?

\$1,140 vs. **\$705**

Total Cost:
No Exhibition Lead
Field Sales Call Follow-Up

Cost Includes:
\$308 (cost of contacting a prospect in the field)
x 3.7 (average number of sales calls to close a sale)

Total Cost:
Exhibition Lead
Field Sales Call Follow-Up

Cost Includes:
\$308 (cost of contacting a prospect in the field)
x 1.6 (average number of sales calls to close a sale)
+\$212 (cost per contact at an exhibition)

<http://www.exhibitoronline.com/topics/article.asp?ID=1198&catID=31#.UdNAHNhinA0>

http://www.ceir.org/store_products.view.php?id=1249

How Much Does It Cost to Make Contact With a Prospect?

Exhibitions are less expensive than field sales calls for meeting with prospects. Prospects you are not aware of find you at an exhibition. Improve your return-on-investment and develop qualified leads at exhibitions and use field sales calls for follow-up.

\$308 vs. **\$212**

Cost of Contacting a Prospect in the Field

Cost Includes:
Compensation, Travel & Entertainment and Sales Materials.

Cost does not include:
Cost of identifying prospect prior to sales call!

Cost per Visitor Contacted at an Exhibition

Cost Includes:
Exhibition Construction, Storage and Transportation, Exhibit Space, Exhibit Staff Compensation, Travel & Entertainment.

Additional Information

Need more data as to why trade shows can help grow your wholesale business? View the study, *The Power Of Industry-Specific Events*:

http://The Power Of Industry-Specific Events/pdf/resources/ABM_Power_of_Industry-Specific_Trade_Shows_and_Conferences_v11.pdf

Am I Ready for Trade Shows?

While there are many complex nuances to selling wholesale, below are some basic considerations to make sure you have the proper foundation.

Product Considerations

To sell wholesale at trade shows, make sure that you can produce your product quickly and in large quantities. This means that you must buy your supplies/ingredients in bulk quantities and build up your finished-product inventory.



Pricing Considerations

To sell wholesale at trade shows, you must be able to sell your product at wholesale price. Wholesale price is the price you, the manufacturer/grower, get for selling your goods in bulk to a retailer, who then re-sells your product to the consumer for a marked-up price.

For help with determining your wholesale price, use the Pricing Workbook on the next page, or use an interactive Pricing Worksheet, available at:

http://agr.mt.gov/_downloadGallery/Selling_to_Grocery_Stores_Manual_Attachments/Pricing_Workbook.xlsx

Packaging Considerations

To sell wholesale at trade shows, make sure that you can package your product in a professional way that is cost effective. Additionally, your packaging should help the retailer sell your product by drawing attention to the product, communicating the product's features and benefits, and fitting on their shelves.



Distribution Considerations

To sell wholesale at trade shows, you must be able to get your product to the retailer for a reasonable price. Consider that if your product is perishable or fragile, can it be cost-effectively shipped to retailers more than a few miles away? Have you already saturated your local market and need to sell to a wider area for more profit?



Budget Considerations

It may take 6 months to 3 years to realize the sales from exhibiting at a trade show. Can your business afford that lag between the significant expense of exhibiting at a trade show and actually getting sales?

Note that it may take 3 years of exhibiting before you are really taken seriously by the buyers. And that makes sense.

They want to make sure you are a business that is here to stay before they invest in your products and share them with their customers. So, Trade Shows can be a really long-term commitment. Are you prepared to stay with it for the long haul?



Did you say no to any of the above?

If you are not able to meet these criteria, you are not ready for wholesale or for trade shows. This doesn't mean that you can't grow your business; it's just that the trade show tool will not work for you at this time. Talk to your local Small Business Development Center for help with your business plan, which will help you to identify other tools to help your business grow.

However, If you said "yes," then you're ready to sell wholesale!

Pricing Worksheet

Retail Selling Price	\$ _____
Less Retailer's Margin (RM) of 40% [I-RM]	x 60%
Equals Retailer's Cost	= \$ _____
Less Distributor's Margin (DM) of 25% [I-DM]	x 75%
Equals Distributor's Cost	= \$ _____
Subtract shipping costs paid by manufacturer	- \$ _____
Equals Price manufacturer receives	= \$ _____
Less Processor's margin (PM) of 40% [I-PM]	x 60%
Processor's Cost	\$ _____

EXAMPLE

If the retail selling price is \$5.00, total manufacturing costs per unit are \$1.40 and the manufacturer pays shipping costs of 5 cents per unit, you would sell your product to the distributor for \$2.20:

Retail Selling Price	\$5.00
Less Retailer's Margin (RM) of 40% [I-RM]	x 60%
Equals Retailer's Cost/Unit	= \$3.00
Less Distributor's Margin (DM) of 25% [I-DM]	x 75%
Equals Distributor's Cost	= \$2.25
Subtract shipping costs paid by manufacturer	- .05
Equals Price manufacturer receives	= \$2.20
Less Processor's Margin (PM) of 40% [I-PM]	x 60%
Processor's Cost	= \$1.32

A production cost (C) of \$1.32 is necessary to have a 40% margin for the manufacturer. Since actual costs are \$1.40, the true profit margin this scenario is 36% [$M=1-(1.40/2.20)$].

Is the margin you found acceptable? If not, the price to the consumer will need to be changed or your costs need to be reduced. Keep in mind that there are limits to the price you can charge for a product without encountering stiff consumer price resistance.

There are price-points where small changes in price can have a significant effect on sales. These price points are just below the even dollar amount. If your retail price is \$5.07, you may want to consider lowering it to \$4.99 or \$4.95 to create a more favorable consumer perception of the price.

Most likely you sell through a variety of distribution channels - direct to consumers, direct to some retailers or "house accounts" and through brokers. If you sell direct to consumers, you must charge them the full retail price to prevent undermining your retailers. All retailers must pay the same price as well, regardless of whether they order through a broker or not. Therefore, your volume may be lower on house accounts but your profit margin will be higher.

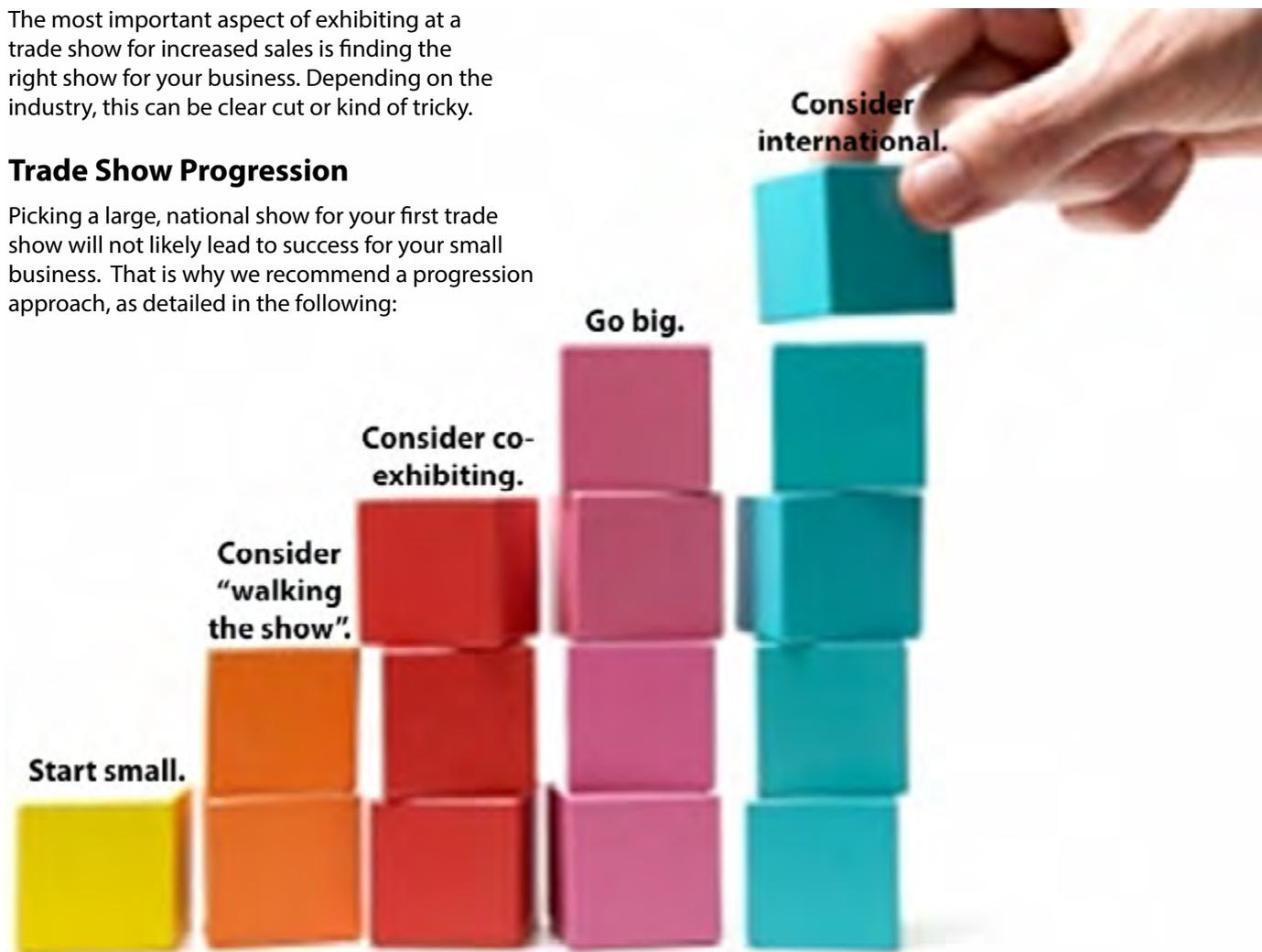
Furthermore, if you have a line of products, consider charging the same price across the board. Such a strategy will make it more convenient for retailers to order products and price them on their own shelves.

Picking the Right Trade Show

The most important aspect of exhibiting at a trade show for increased sales is finding the right show for your business. Depending on the industry, this can be clear cut or kind of tricky.

Trade Show Progression

Picking a large, national show for your first trade show will not likely lead to success for your small business. That is why we recommend a progression approach, as detailed in the following:



1. **Saturate your local wholesale market.** Before you jump into the regional or national market, make sure that you've gotten your feet wet by selling to as many local wholesale accounts that you can. Selling to local accounts make it easier for your business to conduct sales visits and deliver product, giving you experience for selling outside your local market.
2. **Start small.** Once you have saturated your local wholesale market, we recommend that you exhibit at small, regional trade shows first. These shows typically showcase 100-500 booths and attract 500-1000 local and regional buyers, mostly from within a few hundred miles of the show location. Starting here provides you with the opportunity to:
 - Increase sales at a lower cost. Because this show draws fewer buyers than large, national shows, the booth cost is proportionately less.
 - Work out your distribution kinks. Gain accounts within a few hundred miles of you and work on your distribution options with them. Is direct shipment reasonable or can the buyers help get you into a distribution system? Then when you're ready to launch nationally, you have distribution experience.
 - Perfect your booth design. A cheaper booth means your mistakes cost less, too. Find out what works in your 10' x 10' space. Maybe spend a few years at a regional show trying out different booth designs, in order to make sure that when you spend \$5,000 on booth space, you have it right.

- Hone your boothmanship skills. Pulling buyers into your booth when there are only 100-500 booths is not as tough of a job as when there are thousands of exhibitors to pick from. Work on your buyer enticements, sales presentation, buyer qualifying, and lead follow-up when there are fewer buyers to deal with.
 - Evaluate. Are you ready or do you need to move on, or does selling to these regional markets fulfill your growth and profitability goals? Selling nationally does not necessarily need to be your goal – shouldn't it be your goal to sell to the most profitable market?
3. **Consider "Walking the Show".** Why not first go to the large, national show as a visitor and see what you think before committing (i.e. "walking the show"). Most shows will allow you to register as a guest with the intent of vetting the show for future participation, or some shows will allow you to register as a manufacturer (i.e. as a potential buyer of show vendors' products or services).
 4. **Consider co-exhibiting.** At large, national shows, there are two options for sharing a booth with other exhibitors, in order to reduce your booth cost.
 - Broker/Distributor pavilion. Many brokers and distributors offer a pavilion of small (usually 2-4') table top booth spaces for you to showcase and sample out your products to prospective buyers along with the other companies whose products they carry.
- Pros:** Lower booth cost and association with a broker/distributor
- Cons:** Less space to meet with buyers and showcase your product
- Booth sharing. Find a complementary (or at least non-competing) company and share booth space. You'll need to get show management's approval for any partner arrangements, but it's worth investigating, especially if you're unable to afford exhibiting on your own.
- Pros:** Lower booth cost and possibly complementary products/services to offer buyers
- Cons:** Coordinating shared space can be difficult and confusing. Make sure that the company you share with is a company you know and can trust. Make sure to determine in advance of reserving the spot that you know who will coordinate the space: furniture, signage, etc. and how they will be paid.
5. **Go big.** Once you have all of this experience, and your profitability goals necessitate expanded markets, you're ready for the large, national trade shows. The rest of this training will help you be successful at it!
 6. **Consider international trade shows.** Exhibiting at international shows provide a whole new level of complexity, not to be covered in this manual. For assistance, contact your local exporting experts, such as the US Commercial Service and the Foreign Ag Service.

Video: How to Choose the Right Trade Show



Ask Those in the Know

Ask your buyer

Who would know better than your current customers? Ask your current buyers (retailers, brokers, distributors) what trade shows they go to in order to find new products.



Ask show management

Check with show management to make sure that your product fits the show rules and regulations. For example, if your product contains artificial sweeteners, you would be ineligible for exhibiting those products at most natural products shows.

Show management can offer loads of information for exhibitors, including everything from peak show hours and promotional tips to attendee demographics and competitive intelligence. However, shows don't usually offer this information as part of the space-rental process. What exhibitors typically receive is a show prospectus containing a menu of options, deadlines, stipulations, and service-order forms. So to glean anything more insightful, you have to ask some key questions. Click here for those questions:



<http://www.exhibitoronline.com/topics/article.asp?ID=1034&catID=32#.UdNBRNhinA0>.

Online Resources to Source Trade Shows

Below are web resources that list trade shows:

- www.AllConferences.com
- www.BizTradeShows.com
- www.Bvents.com
- www.Conferensum.com
- www.EventsEye.com
- www.EventsinAmerica.com
- www.ExpoCentral.com
- www.ExpoDatabase.com
- www.ExpoPromoter.com
- www.ExpoFairs.com
- www.GlobalSources.com
- www.MyTradeFairs.com
- www.TheTradeshowCalendar.com
- www.Tradeshow.alibaba.com
- www.TradeShowPlaza.com
- www.TradeShowWeek.com
- www.TSNN.com

Budgeting

Exhibiting at trade shows can be expensive, and if you don't plan properly, shows can be budget-busters. Here are some tips to help you budget for trade shows.



Quick Budgeting

Most first time trade show exhibitors are incredibly busy growing their businesses, so the following offers some tools for quickly budgeting for trade show exhibiting.

Total Cost

There is a quick way to estimate your costs for trade shows. Multiple industry surveys have shown that exhibit-space rental accounts for roughly one-third of an exhibitor's total-show costs. So simply multiply the cost of the exhibit-space rental at the proposed show by three. For example, if space rental is \$30,000, then your estimated budget for the show would be \$90,000.

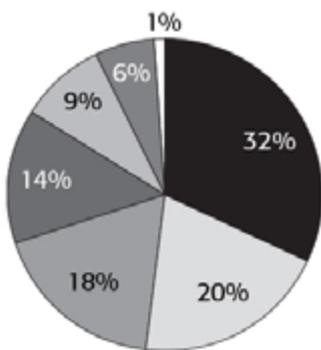
<http://www.exhibitoronline.com/topics/article.asp?ID=1223&catID=31#.UdL5LthinA0>

Major Exhibit Expenses

Following is a list of major exhibit expenses and approximate percentages spent on each.

PLEASE NOTE: these are estimates and provided only to give you an idea of where companies typically spend their budget per show. These estimates may vary by industry and by show.

http://www.exhibitoradvantage.com/ft_handbook.asp



- Exhibit space rental: 32%**
- Exhibit design: 20%** –including design and construction costs, refurbishment, display materials, graphics, storage, installation and dismantling costs, insurance, etc.
- Show services: 14%** – electrical, plumbing, janitorial, security, telephone, carpet, furnishings, wireless access, lead-retrieval system, etc.
- Transportation: 9%** – freight, material handling, customs (if necessary)
- Travel and entertainment: 18%** – airfare, lodging, meals, ground transportation, training, staff attire, hospitality events, client and prospect entertainment
- Advertising and promotion: 6%** – print advertising, sponsorships, public relations, direct mail, list rental, literature, promotional giveaways
- Other: 1%** – anything that doesn't clearly fall under the previous six categories

In-Depth Budget Form

Freeman, a General Services Contractor, offers an exhibitor budget worksheet, to help you plan for all of the costs associated with a trade show. View the form on the next page, or to download the interactive form, visit:

<http://www.freemanco.com/freemanco/freeman/resourcecenter/assets/exhibitorBudgetWorksheet.xls>

For any of the cost areas you don't understand (e.g. drayage), find additional information in the corresponding areas in this manual.

Budgeting Tips

Build in a Budget Buffer

Since there are so many financial unknowns when planning for a show - such as exact shipping costs with fluctuating fuel surcharges, sign-rigging snafus, material-handling weights, overtime labor, and last-minute rush charges - it's doubtful that you'll ever be able to budget with 100-percent accuracy.

So to protect yourself from budget overruns, add at least 10 percent to your best-estimated budget for emergencies and last-minute opportunities or requests. If you account for likely emergencies, you can fix them on the fly without going over budget.

Always Ask for a Discount

You can whittle down the cost of countless products and services just by asking vendors if they offer any discounts. These may include special pricing on package deals, price cuts for ordering before a pre-set deadline, special fees for not-for-profit organizations, and even discounts for paying with cash or company check instead of a credit card.

There's no harm, or shame, in asking for a discount. You're just looking out for your company's financial best interests. You'll be surprised how often simply asking pays off.

<http://www.exhibitoronline.com/topics/article.asp?ID=828&catID=31#.UdMpq9hinA0>

COST SUMMARY

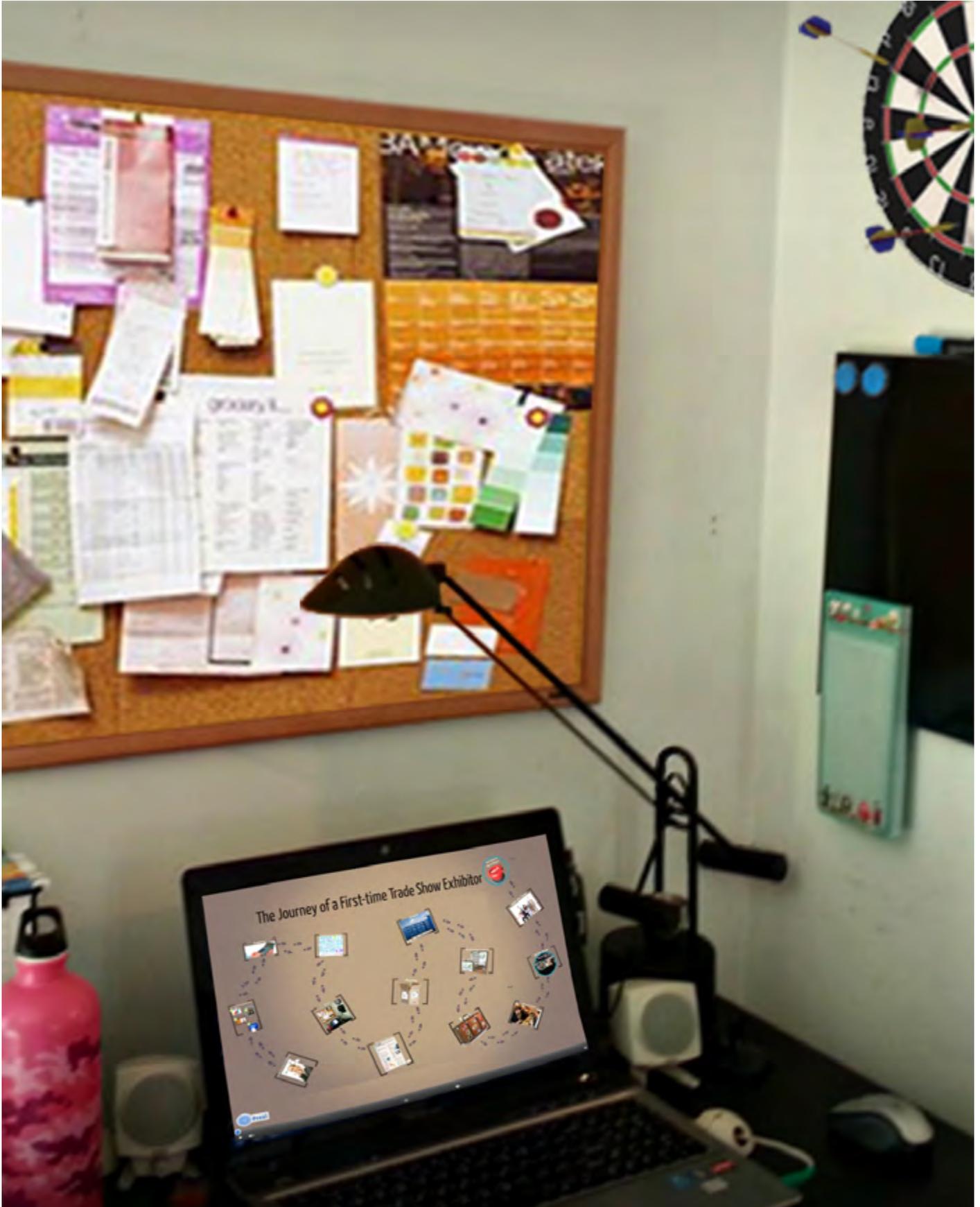
INSERT SHOW NAME HERE

Insert all of your show costs here to track your total spend and event ROI.

<i>Cost Summary Details</i>	<i>Estimated Cost</i>	<i>Actual Cost</i>	<i>Estimated Savings</i>
Sponsorships/Booth			
Booth space	\$ -	\$ -	\$ -
Membership/Sponsorship Dues	\$ -	\$ -	\$ -
Other	\$ -	\$ -	\$ -
Subtotal:	\$ -	\$ -	\$ -
Exhibit Rental/ Design/ Fabrication Costs			
	# of hours	rate per hour	
Project Management	Men, ___ Hours	\$ ___ ST/ \$ ___ OT	\$ -
Project Engineering (Installation Drawings)	Men, ___ Hours	\$ ___ ST/ \$ ___ OT	\$ -
Design			\$ -
Exhibit Rental			\$ -
Graphic Design			\$ -
Graphic Production			\$ -
Refurbishment/ Construction			\$ -
Exhibit storage (per show)			\$ -
Pull/ Prep			\$ -
Other			\$ -
Subtotal:			\$ -
Marketing			
Promotional Support			\$ -
Pre-show Printing/ postage/ mail house			\$ -
Giveaways			\$ -
Ads, Press Kits			\$ -
Show-site Events			\$ -
On-site Promotions			\$ -
Post-Show Follow up			\$ -
Measurement of ROI & ROO			\$ -
Other			\$ -
Subtotal:			\$ -
Freeman Services			
	# of hours	rate per hour	
Installation Labor	Men, ___ Hours	\$ ___ ST/ \$ ___ OT	\$ -
Dismantle Labor	Men, ___ Hours	\$ ___ ST/ \$ ___ OT	\$ -
Rigging	Men, ___ Hours	\$ ___ ST/ \$ ___ OT	\$ -
Carpet			\$ -
Cleaning			\$ -
Porter Services			\$ -
Material Handling (Exhibit Property)	Weight in pounds/100	Price per cwt	\$ -
Electrical Service (if provided by Freeman)	# of electrical lines	X 1.5	\$ -
Audio Visual Services			\$ -
Furniture			\$ -
Transportation (inbound and outbound)			\$ -
Other			\$ -
Subtotal:			\$ -
EAC Services			
Floral			\$ -
Booth Catering			\$ -
Electrical Service (if not provided by Freeman)	# of electrical lines	X 1.5	\$ -
Communications- Phone & Internet			\$ -
Lead Tracking			\$ -
Entertainment			\$ -
Security			\$ -
Other			\$ -
Subtotal:			\$ -
Booth Staff Costs			
Travel			\$ -
Housing			\$ -
Meals			\$ -
Booth Uniforms			\$ -
Staff Training			\$ -
Registration			\$ -
Taxi, ground transport, parking			\$ -
Other			\$ -
Subtotal:			\$ -
Miscellaneous			
Total	\$ -	\$ -	\$ -

Track 2: Pre-Show

This section provides the first time trade show exhibitor with tips and tools for contracting a booth space, planning, and pre-show marketing.



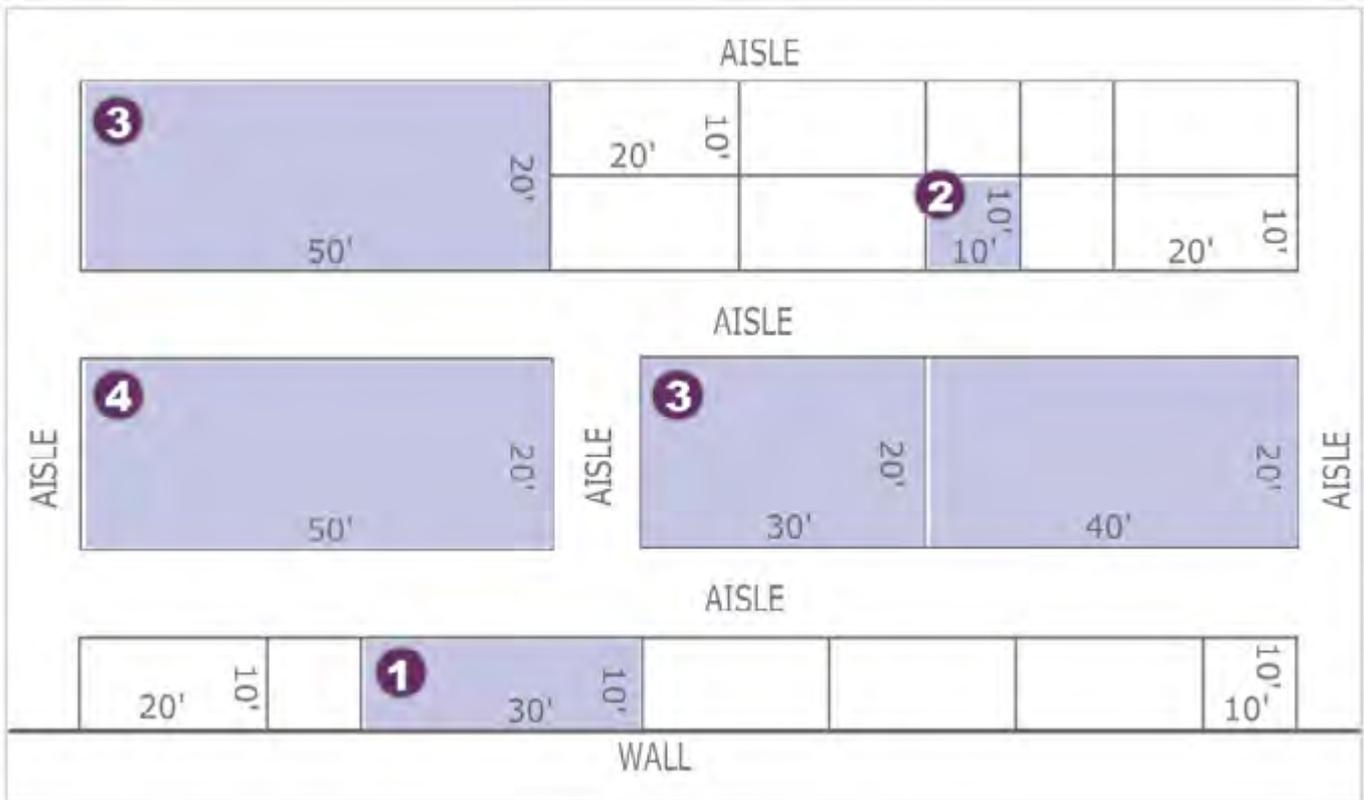
Contracting a Booth Space

Contracting booth space at trade shows can be a daunting task, with the confusion of how to do it and the worry of whether or not you got a good space. Following are tips to help you.

Pre-Show



Booth Space Options



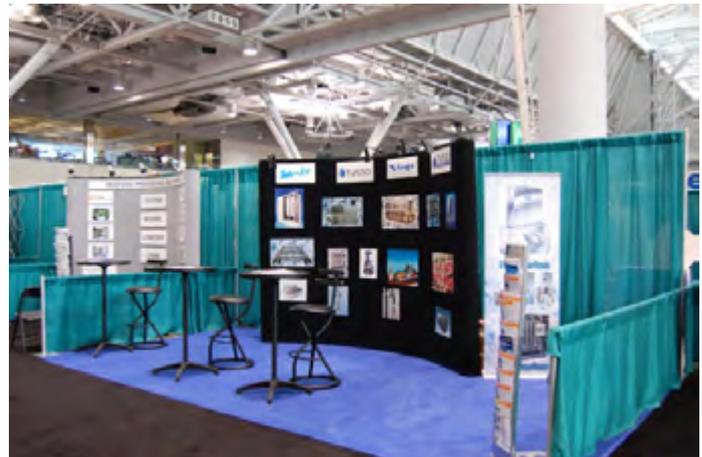
Use this tool to select the right booth for you. View the four major booth types and learn techniques to attract the maximum number of buyers from your target audience to meet your goals. The numbers of the booth types (e.g. 1. Perimeter Booth) reference the graphic below.

**For first-time exhibitors, we recommend selecting either a Perimeter or In-line booth, 10'x10', largely because these are the least expensive options.

1. **Perimeter Booth**.** Perimeter booths are inline booths along the perimeter walls of the exhibit hall. TIP: Take advantage of the higher back wall height restrictions to allow more design options to attract buyers to your booth. Maximize this height allowance to increase exposure – e.g. hanging your signage along the back wall of your booth which will appear several feet higher than your neighbors in regular inline booths.



2. **In-line Booth**.** In-line booths are also referred to as "linear" booths. These booths generally have only one side exposed to an aisle and are arranged in a series along a straight line. TIP: In-line booths have specific height restrictions to ensure your neighbors have visibility. Be sure to design your booth within these regulations so height adjustments do not need to be made on site. (Note: pictured booth is 10'x20')



3. **Peninsula Booth.** A peninsula booth is exposed to an aisle on three sides and is comprised of a minimum of 4 booths and are at least 20' deep. There are two types of peninsulas:

One which backs up to linear booths 'a peninsula booth that backs up to inline booths has certain restrictions designed so the booths behind are not blocked' and

One which backs up to another peninsula also referred to as a "split island booth". Be sure to discuss possible alterations to the booth behind your split island booth with your sales representative. TIP: Peninsulas have more visibility because they are open to traffic on three sides. Peninsulas also have more flexibility regarding height options and booth design and layout. Maximize the height allowance to increase exposure by hanging signage on the back wall or hanging from the ceiling directly over your booth.



4. **Island booth.** An island booth is a booth that is 20' X 20' or larger and is exposed to traffic from all four sides. TIP: Maximize traffic exposure from all four aisles by leaving all four sides open when designing your booth. This will maximize entrance options into your booth from the aisles.



http://www.exhibitoradvantage.com/booth_tool.asp

Additional exhibit space



Some shows offer additional exhibit space, outside the show floor (e.g. New Products Showcase). This can be a way to entice additional buyers to your booth. Talk to show management about your options and then weigh those against your show budget.

Pick the Right Location

The following tips will help you understand the ins and outs of “location, location, location,” and select the booth space that’s right for you.

Consider proximity to hall entrances and exits

Certainly, many theories exist about the importance of a front-and-center space as well as the actual direction in which most attendees traverse the exhibit hall. But no matter what theories you subscribe to, you need to understand three things:

where all of the hall’s entrances and exits are located in relation to any space you might select

where attendees will be coming from and thus which entries they’ll likely use; and

which doors will be unlocked and accessible during the show.

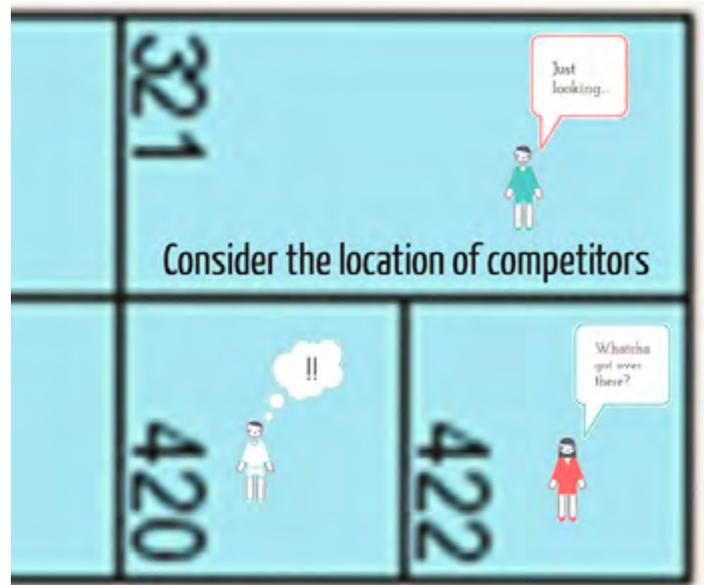


Merely checking the floor plan for “entrance” notations isn’t enough. You need a clear understanding of how attendees will flow into and out of the hall at your particular show (if you chose to “walk the floor” before, this should be easy for you). For example, if you sign up for that front-and-center space thinking everyone will pass by your booth, the value of that real estate plummets if you later discover that most attendees slipped in a side door because of its close proximity to the general session that let out minutes before the exhibit hall opened. Or, perhaps the majority of attendees used one entrance because of its location near the shuttle-bus stop, or the nearby Starbucks.

So always query show management about entrances and exits as well as show-wide activities occurring immediately before and after hall hours. Without this knowledge, you might as well use the “throw a dart at the floor plan” strategy to select your space.

Consider the location of competitors

While you shouldn’t let your competitors dictate your exhibit-marketing strategy, you should at least ask show management where the “big guns” are located in relation to your proposed booth space, and if major competitors have any traffic-generating activities planned.



Again, there aren’t any hard and fast guidelines dealing with your booth location and that of your competitors. But if your main competitor’s booth will dwarf yours and its product displays will make yours look like chopped liver, you might not want an adjacent booth space. On the other hand, if your competitor is spending wads of cash for a Cirque du Soleil show to draw in hoards of attendees, you might be able to capitalize on its expenditure and lure some of those prospects next door for a peek at your products.

Determine the main traffic aisles

Just as with entrances and exits, you can’t solely rely on the show floor plan to identify main traffic aisles. You also need to consider what areas or offerings within the hall will likely draw traffic to and from their location regardless of the aisle designations.



For example, where are the concession stands located, and how will attendees traverse to and from them within the hall? Or, if a specific exhibitor always draws a crowd, perhaps via a giveaway or some form of in-booth entertainment, how will attendees proceed to and from that exhibit within the hall? Every show is different, but the idea is to consider what will be happening within the hall in regards to traffic - and to position your exhibit accordingly - rather than only relying on a flat piece of paper to make your decisions.

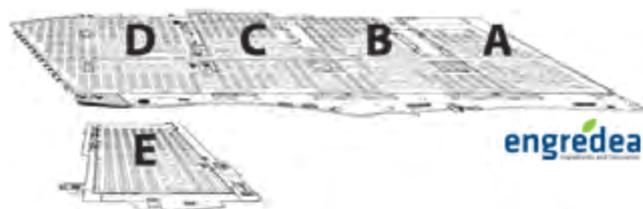
Watch for columns and obstructions

When viewing the floor plan, be on the lookout for exhibit-hall obstructions, including everything from fire-hose cabinets to Internet network pods. While you might have identified a near-perfect space when it comes to traffic and the location of competitors, a fire-hose cabinet or enormous support column can not only mar your exhibit aesthetics, it can be an expensive surprise during setup if you have to reconfigure your exhibit on site. And if you have overhead banners or hanging signage, consider ceiling obstacles, such as air ducts or ventilation units that might block attendees' view of them from aisles away.



Consider main versus ancillary halls

This sounds like a no-brainer, but you'd be surprised how many exhibitors forget to ask show management this simple question: Does the show encompass multiple exhibit halls, and if so, which one is the main hall? Also inquire about which products are typically grouped into each hall, and what type of promotional activities the show will use to drive traffic between all halls. Before you begin to select a space, make sure you're in the right hall, based on your product offerings, show regulations, expected traffic, etc.



Some ancillary halls offer buyer-enticements, such as early opening hours, new products showcases, etc., so you can't rule them out.

Watch for move-in sections/ freight aisles

During setup, freight is typically moved into some sections of the show hall sooner than others, and if your booth space is near a freight door, your freight is often delivered last to make sure there's enough room for contractors to maneuver their moving equipment. So if you know your setup time will be tight, avoid freight aisles and select a section of the hall that is scheduled to be moved in first.



Don't Get Spaced Out

If all the good spaces are taken, ask the space-salesmeister to 'cut space.' The show organizer can re-section a group of in-line exhibits into an island or peninsula, for example, or two smaller islands can be joined to make one larger island. This can free up the space you need. Just because you don't see it on the drawing doesn't mean show management can't get out a pencil and draw it in.

Another option is wait listing. You can tentatively contract for a space you don't love, but could live with, and then note on your contract that you want to be wait listed for space of a specific size or configuration. You'll then have the option to switch if and when it becomes available. My best trick is to contract for the next smaller size than I really want, knowing the space-sales folks can make extra commissions by upgrading me to a bigger, better space as exhibiting companies merge, go out of business, or switch spaces. With the many re-draws of the floor plan that occur prior to the show, a more preferable space will likely become available.

<http://www.exhibitoronline.com/topics/article.asp?ID=1219&catID=91#.UdM4zdhinA0>

Planning

As with almost anything, failure to plan is a plan to fail. You can exhibit at trade shows without much of a plan; however, that can be the most expensive way to exhibit at shows. If you plan ahead, you can save money, time, and hassle.



Planning Manual

Download a comprehensive collection of worksheets designed with input from veteran exhibit managers to help you organize the details of your show-planning activities, from setting objectives to budgeting and measuring results. Download at:

<http://www.exhibitoronline.com/exhibitor/magazine/july08/planningGuide.pdf>

Welcome to EXHIBITOR magazine's Trade Show Planning Guide. These handy worksheets were designed with input from veteran exhibit managers to help you organize the details of your show-planning activities, from setting objectives to budgeting and measuring results.

QUICK REFERENCE DATA

Show name: _____
Show Web site: _____
Use code: _____ Password: _____

Show producer:
Account number: _____
Contract number: _____
Address: _____
Phone: _____
Fax: _____
E-mail: _____

Show location:
City: _____ State: _____
Hotel/Hotel: _____

Booth number(s): _____ Booth size: _____
Show dates: _____
Exhibit hours: _____
Setup dates/times: _____
Dismantle dates/times: _____
Number of meeting rooms: _____ Meeting room location: _____

Show appointed general services contractor:
Contract name: _____
Address: _____
Phone: _____ Fax: _____
E-mail: _____

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Trade Show Planning Timeline

Phase 1: 12+ Months... Set Your Strategy

- Identify the role trade shows will serve, as part of your overall marketing and sales strategy. Then, secure buy-in within your organization.
- Develop a detailed trade show budget and forecast your return on investment.

Phase 2: 9 to 12 Months before Show

- Set specific objectives for your show such as number of product sales, leads generated, publicity secured, etc.
- Identify your booth space needs, along with your exhibitor resources for booth accessories, banners, marketing collateral, equipment, and promotional items.
- Register and reserve your display space with the event sponsor and request full details on exhibit requirements.
- Develop a trade show marketing plan that utilizes a mix of promotional methods to reach prospects. Your plan should be divided into three sections:
 1. **Pre-Show Marketing,**
 2. **At-Show Marketing, and**
 3. **Post-Show Marketing**

Phase 3: 6 to 9 Months before Show

- Write a compelling sales message that gets across the key points you want to communicate at your exhibit in 30 seconds or (preferably) less.
- Determine your exhibit design, layout and graphics needs. You can hire a company to handle design and production or take a more hands-on approach by using web-based exhibition design software to create the look and configuration of your display before handing it over to an exhibit producer. Take your time to select an exhibit firm that meets your needs, based on capabilities, design talent, cost and delivery timing.
- Identify high-impact tradeshow giveaways and promotional strategies you will use to attract visitors to your display area.
- Determine the literature and marketing materials you will need at the show - and begin design and printing work.

Phase 4: 3 to 6 Months before Show

- Order your giveaways or promotional items.
- Continue working with vendors on your display booth, exhibit items, and marketing materials. Confirm delivery dates and adherence to your trade show planning timeline.
- Determine staffing requirements, develop booth schedules, and plan training sessions.
- Identify how you will ship your display and other items to the show.
- Begin making travel arrangements.
- Launch pre-show marketing initiatives. Invite your buyers to see you in your booth at the show. Offer an incentive for visiting your booth.

Phase 5: 1 to 3 Months before Show

- Put together follow-up packets to send immediately following the show to your leads.
- Continue pre-show marketing activities
- Make all travel arrangements.
- Register booth personnel for exhibitor badges.
- Finalize production of booth display, promotional items, and marketing materials.
- Confirm shipping date.
- Schedule dinners or other meetings to be held at the show with prospects, distributors and/or customers.

Phase 6: 1 Week before Show

- Confirm shipping arrival dates for your booth display, promotional items and materials.
- Double check that all action steps on timeline have been covered.

- Print out exhibitor badge confirmations in order to avoid long lines waiting to register at the show.

Phase 7 – Follow-up Activities: 1 Day to 1 Week AFTER Show

- Analyze leads, send follow-up packets, and make contact as appropriate.
- Evaluate success of trade show participation compared with objectives from your tradeshow plan.
- Review your budget compared to your actual expenses for the show. Determine your return on investment.
- Make recommendation whether to participate in the same trade show next year. Include suggested changes, enhancements, and other trade show ideas.

<http://www.trade-show-advisor.com/trade-show-planning-timeline.html>

Video: Five Key Planning Principles

<http://www.youtube.com/watch?v=tAfITVvK-Pt8>

Determine Measurable Objectives



Your first and most important action is to decide what your company wants to accomplish by exhibiting at a show. The following are tips to develop your own measurable objectives.

Measurable objectives must:

- Align with your company's overall marketing plan
- Target attendees: customers, hot/cool prospects and new leads



Examples of Measurable Objectives:

- Booth visitors by target audience (accounts, industry, title, etc.)
- Number of one-on-one meetings with key accounts
- Number of qualified leads
- Lead mix by geography or product interest
- Number and value of sales confirmed
- Number of distribution deals completed
- Number of attendees exposed to your demo or live presentation
- Number and quality of strategic alliances confirmed with other exhibiting companies

Use these measurable objectives to guide your marketing decisions.

http://www.exhibitoradvantage.com/ft_handbook.asp

Read the Exhibitor Services Manual

Yes, it can be painfully boring, but by absorbing what is in the exhibitor services manual, you can avoid big problems popping up on the show floor. Every show is different, and each has its own set of regulations. There are exhibitor regulations published by show management,

the convention venue, the fire marshal, and the structural engineer who dictate what is permissible on the show floor.

Note that you can request a variance from show management if necessary. That's not to say you'll always be granted a variance, but it never hurts to ask.

<http://www.exhibitoronline.com/topics/article.asp?ID=828&catID=31#.UdMpq9hinA0>

Meet discount deadlines



Pay attention to meeting the show's "early bird" deadlines, and get written confirmation of those orders when you place them. Missing an early bird deadline can double the cost of a product or service. Also keep an eye on when rush charges kick in for the production of graphics and literature and the date by which you have to ship your show-related freight to avoid paying expedited shipping charges.

<http://www.exhibitoronline.com/topics/article.asp?ID=668&catID=91#.UdL3WNhinA0>

Pad Deadlines

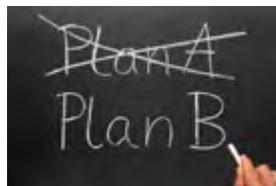
In order to build in cost- and hassle-savings, take the actual deadlines and push them back by three to five days. Also give yourself some extra time with everyday tasks and requests. This way you should never miss a deadline!

Pre-Show Checklist

To help you organize show deadlines, use the pre-show checklist. on the next page

http://www.exhibitoradvantage.com/ft_handbook.asp

Always Have a Plan B



If something can go wrong at a trade show, it will. Have a plan B for all of those worst-case scenarios, such as your freight not showing up, your graphics were scratched, your product broke, your booth got rained on, there was a fire, etc.

<http://www.exhibitoronline.com/topics/article.asp?ID=828&catID=31#.UdMpq9hinA0>

Pre-show Checklist

Use the checklist below when sending your orders in time to qualify for the discounted advance rate. Refer to your Exhibitor Service Manual for deadlines.

	Service	Deadline	Date Sent	Check #	Date Confirmed	Contact	Show Site Phone#
Freeman Services	Exhibit Rental						
	Installation & Dismantling Labor						
	Furniture/Accessory Rental						
	Carpet Rental						
	Graphics/Signs						
	Material Handling						
	Rigging						
	Ship Freight to Warehouse						
	Booth Package Rentals						
	Complete Your Show Program Listing Information						
Select Sponsorships							
Materials for Show Program Advertising							
Reserve Advertisement in Show Program							
New Product Showcase or Competition Deadline							
Send in Key Buyer Form							
Order Badges for Personnel							
Send in Certificate of Liability Insurance							
Exhibitor Appointed Contractor Form							
Booth Approval							
Open Flame Form							
Lead Retrieval							
Make Hotel Reservation							
Plumbing							
Order Ice							
Booth Catering/Liquor							
Health Permit							
Send in Tax Form							
Electrical Services							
Sound Equipment							
Telephone/Internet							
Booth Cleaning							
Audio Visual Equipment							
Computer Equipment							
Ship Freight to the Convention Center							
Plants							
Security Services							
Arrange for Customs Clearance/International Shipping							

Pre-Show

Video: Pinchin' Nickles



http://www.youtube.com/watch?v=zf1U9Kwli_M

Pre-show Marketing

There are several strategies for attracting visitors to your booth and turning them into buyers after the show.



Identify and Attract the Right Visitors to your Exhibit

Successful exhibitors use targeted pre-show marketing to get themselves on the right attendees' agendas before the show opens. Use the following tactics to help you fill your booth with qualified buyers:

The most important aspect of your show is your pre-show marketing effort. Use a targeted, coordinated pre-show promotion campaign that includes these steps:

1. **Clean and update your database.**
2. **Develop a master schedule and budget for these pre-show marketing efforts.** Promote your show participation and booth number aggressively.
3. **Create marketing pieces that stress unique benefits.**
4. **Communicate to the media.**
5. **Take advantage of your website as well as the show's website.**
6. **Invite key prospects to visit your booth.**
7. **Schedule appointments with key clients in advance.**
8. **Create new advertisements that stress the benefits of visiting your booth.**
9. **Print a flyer with your show's locations and dates, your booth number and a preview of the new-product introduction and/or show specials in your booth.**
10. **Remind your sales partners to invite potential customers to visit your booth.**
11. **Promise a giveaway at your booth that will have business value.**

Use Social Media

The info-graphic below outlines some tactics for using social media for pre-show promotion.

PRE-SHOW

Preparation is key in reaching out to prospective clients. Follow these social media tips to get the conversation started:

Facebook

Set up a Facebook "Event Page" to interact with past and upcoming attendees. Use this as a forum for answering questions, conducting surveys or promoting a contest or special incentive tied to the event.

Twitter

- Publicize your tradeshow #hashtag weeks before the event. This is a great way to encourage attendees to start tweeting in advance.
- Find accounts of clients, vendors, media partners, your competition, and follow them all. While you're at it, follow their followers that are relevant to you!
- Install a Twitter monitor to be able to keep track of new followers and engagement performance.

Companies that use it

- 72% US Fortune Global 100 companies use Twitter

How it's used

- 88% Company news and updates
- 40% Customer service
- 28% To offer deals
- 10% Release career and job information

More followers to choose from!

With Twitter users increasing at a fast rate, your potential audience is expanding.

225,000,000
Total users (2012)

50,000,000
Login everyday

500,000
New users each day

Blog

Establish your voice early with the expo audience by writing fresh and relevant content that builds up to the event.

Foursquare

Make your exhibit a location check-in so attendees can easily find one another.

Pinterest

Is your exhibit design-savvy? Establish a Pinterest account with boards showcasing your exhibit design. To increase traffic to your website, make sure to pin directly from images on your site.

Connect

Be sure all company social networks are integrated so others can easily follow you on their preferred channels.

Track 3: Show Preparation

Now that you have selected your show and planned for the pre-show activities, it's time to prepare for the show. This section covers packing, shipping, and booth design and setup.



Packing

Packing properly can mean the difference between a successful and disastrous show.



How to pack

The following are tips for properly packing for your trade show.

Packaging

Proper packaging is important. Do not ship your materials without adequate protection. Damage is often the result of improper packaging, which can eliminate or reduce your carrier's liability.

Some packaging guidelines:

- Do not ship hazardous materials.
- Use a sturdy box or container to protect the contents.
- If you reuse a box or container, remove or mark out any old shipping labels.
- Protect the item you are shipping with newspaper, foam padding, shipping "peanuts," bubble wrap or shredded paper. (Tip: bubble wrap is much easier to deal with at the show; peanuts and shredded paper leave your booth carpet a mess!)
- When shipping multiple items, pack cushioning between each item.
- Seal the box or container securely, using tape designed for shipping.
- Make sure crates or pallets are in good condition before shipping.
- If necessary, mark the container with "UP only" arrows.

http://www.exhibitoradvantage.com/ft_handbook.asp

Alternative packaging idea: D Containers

If wooden crates are out of your price range, consider purchasing large, reusable boxes you can assemble on pallets, called D containers. Picture an oversized cardboard box on a large pallet. It takes five pieces to assemble each container: a rectangular wooden pallet, a box bottom, a three-sided panel, a separate side panel for easy loading, and a lid. D containers vary in size from 48-by-39-by-40 inches to 58-by-41-by-45 inches and break down to about 12 inches tall, with the pallet and cardboard panels folded up inside. I can generally use the containers three to four times before I need to cannibalize the undamaged parts and toss out the broken panels. D containers can be purchased from companies selling packaging materials and boxes and cost about \$50 to \$75 each, depending on the quantity you buy.



If you're going to use D containers, purchase a portable strapping kit so you can secure the containers to pallets. These three-part kits include buckles, half-inch polypropylene strapping, and a knife. Strapping kits with metal banding are also available, but are heavier and harder to cut. A portable strapping kit costs less than \$50, and is worth every penny since you can pay more than that on show site just to have one pallet banded by your installation-and-dismantle contractor. Kits weigh less than 15 pounds for 3,000 feet of strapping and 300 buckles, making them easy to ship.



Labeling

Proper labeling identifies your shipments and ensures safe and timely movement. Labels should be placed on both the long and short sides of each carton or box.

Labels should contain the following information:

1. **Name of show**
2. **Name of exhibitor or company name**
3. **Booth number**
4. **c/o (Exhibitor Services Contractor, e.g. Freeman)**
5. **address for delivery (either warehouse or show site)**



Direct Shipment



To: MONTANA DEPARTMENT OF COMMERCE
Natural Products Expo West / Engredea
Booth: 5557,

From: MONTANA DEPARTMENT OF COMMERCE
PO BOX 200505
HELENA, MT 59601
United States of America

C/O: GES
1850 S. West St
Anaheim, CA 92802
United States of America
Job Number: 022004726

Shipping labels should be placed on each piece of your shipment. The shipping information must match the bill of lading exactly, and your labels must be legible and complete. Often, the Exhibitor Manual will provide blank shipping label templates for you to use to ensure proper labeling.

For security purposes, when packing your materials, never list the contents on the outside of the crate/box/carton. It is recommended that you number each box and keep a separate list of the contents for each box. Be sure to have these lists with you when you arrive at the Show.

- TIP: Remember to remove any old labels, in order to reduce confusion!

http://www.exhibitoradvantage.com/ft_handbook.asp

Expert tip: Bright Paper and Spray Mount



If you want your black-wrapped pallets to stand out, create your own shipping labels on neon-colored paper. Called "Bright" or "Astrobright," this type of paper is generally available in various reams of 8.5-by-11-inch sheets containing five colors, and is both laser and ink-jet compatible. Use these brightly colored labels to avoid mix-ups on the show floor. For example, if you fail to remove inbound shipping labels from your crates once they arrive at the show, there's a good chance they'll be shipped back to that address instead of the outbound destination. So use one color for inbound labels, and another color for outbound labels. To adhere labels to boxes and crates, use 3M Co.'s Artists' Spray Mount. Both paper and Spray Mount are available at office-supply stores.

Pallets

If a forklift is needed for material handling, make sure your shipment is on a pallet. When possible, heavy, bulky items should be placed on pallets for improved handling. To maximize carton strength, stack cartons on the pallet vertically. You can secure cartons to a pallet with banding, shrink-wrap, stretch-wrap or breakaway adhesive.



Cartons should be stacked squarely on the skid, with no overhang. Box flaps and corrugations should face up. Make the top surface as flat as possible. Your bill of lading should reflect the total number of pieces on the pallet, not just one pallet.

http://www.exhibitoradvantage.com/ft_handbook.asp

Plan ahead to store your pallet within your booth but out of sight. Then, after the show, you won't have to wait for the show labor to bring you a pallet so you can pack up your booth and prepare it for shipping home.

Shrink-wrap

Shrink-wrap is a common and effective method of keeping all pieces of a shipment together. When using shrink-wrap, start at the bottom of the pallet, including the pallet when wrapping, and continue wrapping upward around the load. This will prevent the shipment from shifting off the pallet and damaging the freight.



http://www.exhibitoradvantage.com/ft_handbook.asp

What to pack

The following outlines what you should pack to ship or bring to the show. Remember that everything you bring or ship to the show must fit within your booth, and some of it must be kept out of sight, so pack wisely.

Bring vs. Pack

The venues for most national shows require Union labor for transporting items to and on the show floor. This means that if you want to hand-carry any items onto the show floor, you may move materials that can be carried by hand, by one person, in one trip, without the use of dollies, hand trucks, or other mechanical equipment – limiting what you can bring onto the show floor yourself.

Product

There are three types of product you'll need to ship to the show:



1. **Product for display.** Pack at least two of each of the products you want to display at the show. The packaging should be flawless and the best representation of your product possible. Clearly, but professionally, label them as "display only" in order to prevent a buyer (or looter) from taking home or sampling from your display. If you plan to display product on a table in the front of your booth, consider securing them to your table or within your display, otherwise the product will likely "walk away" from your booth.
 - Note: if you have additional display space outside the show floor (e.g. a New Products Showcase, etc.), be sure to pack enough product for that display, too.
2. **Product for sampling.** Take enough product to provide samples to your goal number of buyers, while also allowing some leeway just in case you have more buyers than planned and also for other booth visitors. There is no magic formula for calculating this amount; however, be mindful that the more you pack, the more you pay in shipping and drayage fees.

3. **Product for buyers to take home.** Most shows have a strict sample policy, allowing buyers only to take home one or two bags of samples, and those samples can only be a few ounces. It can be appropriate for you to send buyers home with product samples, but be careful to qualify the buyer before giving away your product; some show attendees are merely there for looting. Make sure that the sample you send with them follows show regulations and properly promotes your company and product. The take home sample should at least display a label with your company's name and contact information, as well as the product's common name and ingredients. You can also qualify the buyer and offer to ship them a sample after the show, as part of your follow-up.

Display & signs

Below are the display items you'll need to ship to the show. More information on display and signage design is provided in the Booth Design & Setup section.



- Booth signs
- Tabletop signs
- Table drape
- Signs for outside the show floor display space (if applicable)
- Literature holders for each size of literature you plan to bring (e.g. brochure, 5x7, 8x10, etc.) – replace those that are broken or scratched

Literature & Giveaways

Below lists the literature that you need to ship to the show. More information on literature and giveaways is provided in the At the Show section.



- Promotional materials: brochures, fliers, business cards, etc.
- Order forms (Note: at most shows, it's not common to take orders during the show. Most buyers want to make their decisions after the show. However, it doesn't hurt to be prepared!)
- Wholesale pricing sheets
- Giveaways: pens, water bottles, etc.

Supplies

It's better to have it on the show floor and not need it than to need it and not have it, and it's no fun paying too much for supplies sold on the show floor. Below is an arsenal of packing materials, tools, cleaners, and miscellaneous items useful for every show. Before you pack them, however, consider the cost of shipping them vs. buying them in the show's city instead.



Sampling supplies

- Napkins
- Sampling utensils (spoons, toothpicks, forks, etc.)
- Serving dishes and utensils
- Hand sanitizer
- Garbage can and extra bags

Cleaning Supplies

- Instant Carpet Spot Remover
- Glass cleaner
- Paper towels
- Visqueen heavy plastic sheeting: for covering your carpet during load-in and setup
- WD-40: In addition to fixing squeaking hinges, this lubricant can also be used to dissolve the sticky stuff that gets left on exhibit surfaces

Packing Materials and Adhesives

- Bubble Wrap: for packing fragile items
- Stretch Wrap: for securing the boxes on your pallet
- Tear-by-Hand Tape
- Hook and Loop (e.g. Velcro)
- Gaffer Tape: for bundling wires in your booth and taping down cords to carpet
- Double-Sided Adhesive Tape
- transparent adhesive tape (e.g. Scotch tape)

Office Supplies

- Scissors
- Box cutters
- Highlighters
- Pens
- Stapler and staples
- Thumb tacks and push pins
- Binder clips: binds paper but is also handy for hanging signs on table skirts
- Extension cords
- Power strips
- Spare light bulbs (if your exhibit has light fixtures)

Miscellaneous Supplies

- Display repair kit: screwdriver, hammer, wrench
- First aid kit: pain relievers and antacids
- Breath mints

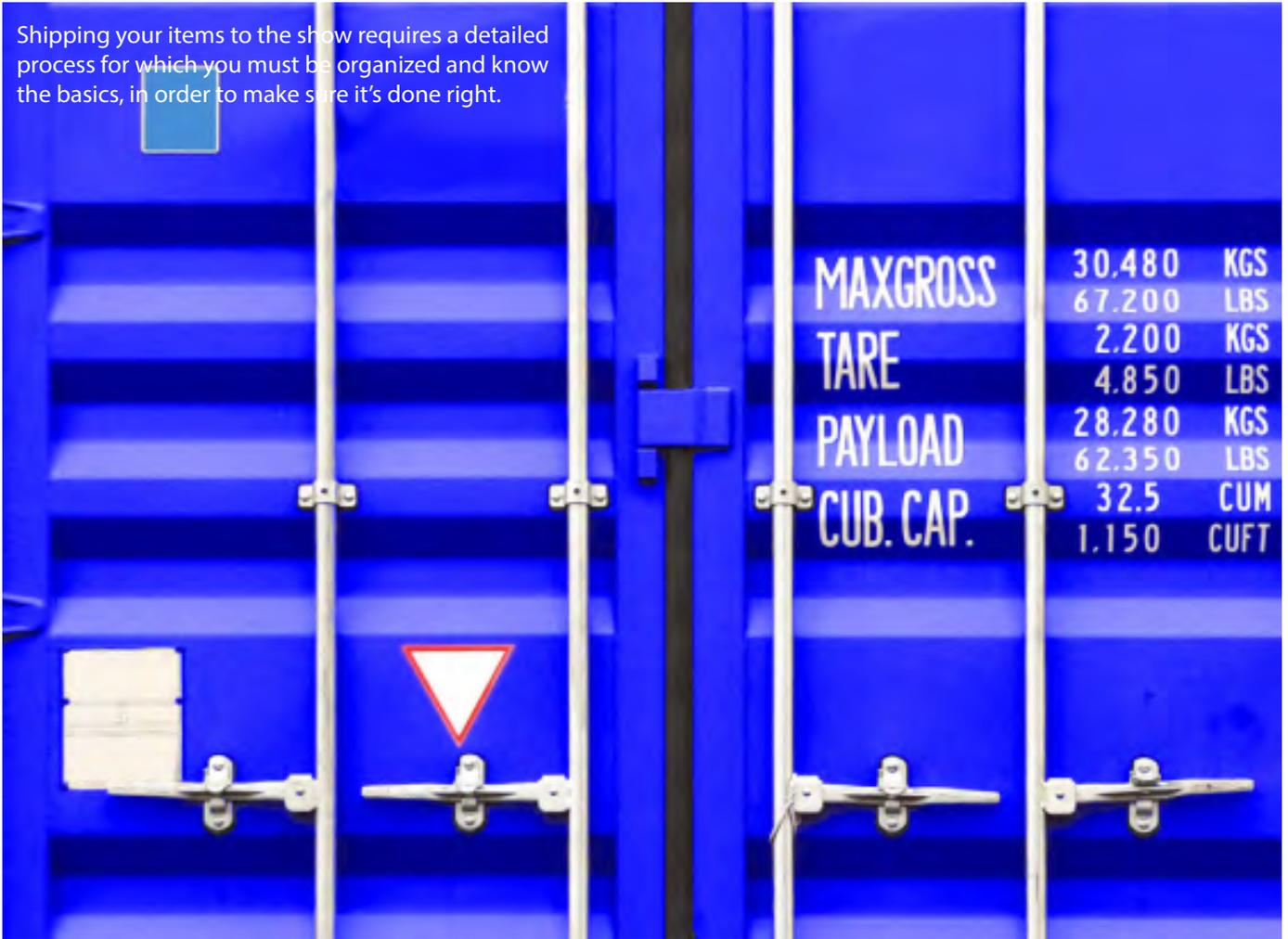
<http://www.exhibitoronline.com/topics/article.asp?ID=835&catID=91#.UdM3OthinA0>

<http://www.trade-show-advisor.com/trade-show-supply.html>

Add your own supplies here:

Shipping

Shipping your items to the show requires a detailed process for which you must be organized and know the basics, in order to make sure it's done right.



Get Price Quotes

Start by requesting a price quote from several carriers, including the show's recommended carrier (see the show's Exhibitor Manual for contact). Complete the basic form on the next page and send it to your carrier to get a cost estimate for your freight

<http://www.exhibitoronline.com/topics/article.asp?ID=1311&catID=93>

Know the Basics

When shipping your freight to a trade show, discern answers to the following questions and avoid the costly consequences.

1. **What are you shipping?** Provide your transportation carrier with an accurate piece count of the items being shipped, including dimensions and type of freight (e.g., crates, cases, pallets, cartons). This info allows the carrier to allot the appropriate amount of space in the trailer or plane before it needs to be loaded, and also provides a fairly accurate cost estimate. Also inform the carrier of any special instructions regarding your shipment, like if your crates have to be shipped standing up, if they can't be stacked, or if the crates are on rollers and have to be locked and strapped to the truck walls to keep them from rolling around.
2. **What else do you need?** Confirm any optional special-equipment requirements for loading and unloading your freight. Although these items may be considered "standard equipment" by many specialized trade show exhibit carriers, they may not be available on your truck unless you specifically request them (and are willing to pay additional fees for them). Specialty items include: pallet jacks for moving pallets or crates from the dock into the truck, dollies for moving large or heavy boxes and equipment, stacker bars for stacking and securing freight, ratchet and tie-down straps to prevent freight from moving while in transit, and moving pads for cushioning freight that is not crated or palletized.
3. **What is the value of your shipment?** Notify your carrier if you will purchase additional valuation coverage (generally purchased in increments of \$1,000 to supplement the minimal insurance coverage automatically placed by the carrier) in case of loss or damage to your freight while in transit. Valuation is the worth of your shipment to the moving company, and the

valuation charge is the compensation to the carrier for assuming more liability for your items than what is provided in the base transportation charges.

4. **When is your freight being picked up by your driver?** The budgetary quote from your carrier will be based on specific pick-up and delivery dates and times that take into consideration the number of miles to be covered. If your freight isn't ready to hit the road on that pick-up date, you might incur an "aborted pick-up fee," and your freight might need to be expedited. You'll likely have to add another driver or change the mode of shipping from ground to airfreight, both of which are pricier options.
5. **Where is your freight being picked up by your driver?** Does the carrier have the complete addresses and contact information for all the locations where pick up(s) are scheduled (e.g., your exhibit house, corporate office, marketing-collateral fulfillment house, promotions vendor, etc.)? Your transportation carrier can handle multiple locations, but I've seen shipments delayed due to exhibitors not providing the specific hours that freight can be loaded, or failing to include accurate contact information for each individual site. Obviously, delayed pick-ups can mean delayed deliveries.
6. **Where is your freight going?** The quickest way to not get your shipment to a show is to provide inaccurate or incomplete shipping information. But there's more to getting your freight from Point A to Point B than filling out a shipping label and affixing it to a box. Specifically, you need to tell your transportation carrier whether the shipment needs to go to the trade show's advance warehouse, or direct to the show site. If you don't make the distinction, you might be sitting in your booth space waiting for your freight to arrive from the advance warehouse, while it's still en route direct to the show and set to arrive the following day. Not only will you not have your freight, but your setup costs will escalate as the installation laborers twiddle their thumbs until it arrives. What's more, the additional day it takes the freight to travel direct to show site can result in late-delivery penalties if you miss your on-site targeted delivery deadline.
7. **What is the delivery window?** Provide the earliest and latest dates for when freight is accepted at the advance warehouse or at the show, especially if the show's general services contractor (GSC) has designated a targeted date and time. You can find dates for both advance warehouse and direct-to-site deliveries in the material-handling section of your exhibitor services manual. Also include the times at which the driver can check in at the marshaling yard with your freight. Failing to provide this info to your transportation carrier is like playing Russian roulette with your setup schedule - there's no telling when you'll get your goods.
8. **What is the full name of the trade show venue?** There can be confusion, especially in major cities, if a specific street address or hall designation isn't provided. I've witnessed freight delivered to the wrong convention center in cities with multiple exhibition facilities, and to the wrong Marriott or Hilton since there can be multiple chain hotels in metropolitan areas. Unless you want your carrier to guess which venue is the correct destination, provide the full venue name and street address.
9. **What is your full exhibitor name and booth number?** Ensure your bill of lading and shipping labels match the way your name appears in the show's exhibitor list and directory. The ability of the labor crew on the docks to deliver freight to the correct place on the show floor is in direct relation to its ability to compare what's on the labels to what's listed in the directory and on the floor plan. Include the full name of the show as opposed to its acronym. There are so many shows, and several have similar acronyms. Don't tempt fate - spell out the show name, just to be sure, on all of your shipping paperwork and labels.
10. **Which GSC is running the docks?** Since the show's GSC manages the advance warehouse, marshaling yard, and shipping docks, it's a good idea to acknowledge it on the inbound bill of lading and address labels. I like to include a "care of" indicator on my labels, followed by the name of the GSC, such as Freeman, Global Experience Specialists Inc., etc. Some convention centers are so large that they can house multiple shows at the same time. By adding the name of the GSC to your shipping documents, a driver who inadvertently shows up at the wrong dock can more easily be identified - and redirected - to the correct area.
11. **Where is the marshaling yard?** To help your driver locate the show's marshaling yard, include a map and/or address of the site (this information is typically included in your exhibitor kit). Marshaling yards are generally in the same empty lots near the convention center regardless of the trade show, but depending on the experience of the driver and the accurateness of the GSC's signage, they can be hard to find. In fact, I've had drivers miss their targeted check-in times when there wasn't a physical address for them to punch into their GPS - and that was an expensive mistake as they drove around in circles trying to locate their check-in point.
12. **What is the final destination of your freight?** Is your shipment on a one-way trip? Or have you scheduled a round-trip shipment to the show and back to the freight's origin? I'm amazed at how many exhibitors don't book their freight round-trip with the same transportation carrier. A ridiculous amount of freight gets forced back to the GSC at the end of every show because exhibitors don't arrange for a carrier to come pick it up. So plan ahead and make sure your freight gets home as quickly, safely, and inexpensively as possible by simply ensuring you book a round-trip shipment.

<http://www.exhibitoronline.com/topics/article.asp?ID=847&catID=91#.UdM0ydhinA1>

Transportation Terminology

Term	Acronym	Definition
Assessorial (or Accessorial) Charge		Services in addition to the transportation of goods, such as stopping in transit to complete loading or to partially unload or storage.
Bill-To Dispute		Shipment is being challenged by whoever is noted on the Bill of Lading as being the one who is to pay the freight charges.
Bill of Lading	BOL	A commercial shipping document which serves as an itemized list of goods contained in the shipment, a receipt from the carrier, and the contract for carriage and document of title.
Carrier		A person engaged in the transportation of passengers or property by land or water, as a common, contract, or private carrier, or civil aircraft.
Collect		An indication on a Bill Of Lading to instruct the carrier to bill the consignee for shipping charges. Charges collected at designation are called destination or collect freight bills.
Consignee		The person or organization to whom freight is shipped.
Freight Bill	FB	Document of common carrier shipment. Gives description of the freight, amount of charges, taxes and whether prepaid or collect. Also known as a 'waybill'.
Freight Broker		A non-asset based company which sells and manages freight transportation services on behalf of their clients.
Freight Forwarder		An independent business which handles shipments on a fee basis paid by the exporter. The freight forwarder makes the actual arrangements, expedites the shipment, takes care of all documentation, cargo insurance, makes the necessary communications, and advises the shipper on all requirements of marking and labeling.

Term	Acronym	Definition
Hundred Weight	CWT	A statement of weight meaning 100 pounds.
Less-than-Truckload	LTL	A quantity of freight less than that required to fill a truck. When used in conjunction with freight, less than the quantity necessary for the application of truckload rate.
Line Haul Charges		The primary charges assessed by a Carrier for the movement of freight. Generally does not include accessorial charges.
Loss or Damage Claim	L&D	A claim submitted for either loss or damage.
Nat'l. Motor Freight Classification	NMFC	A publication for motor carriers containing rules, descriptions, and ratings on all commodities moving in commerce.
Per Hundred Weight	CWT	Per each unit of weight measurement equal to exactly 100 pounds.
PRO (Progressive Rotating Order)		A number issued to each shipment of freight by the carrier and used for computer tracking of the shipment to its destination.
Proof of Delivery	POD	The copy of the freight bill signed by receiver at time of delivery.
Shipper		Company or individual who initiates the transport of goods.
Tariff		A published volume of rate schedules and general terms and conditions under which product or service will be supplied.
Truckload	TL	Quantity of freight required to fill a truck. When used in conjunction with freight, necessary to qualify shipment for a truckload rate.
Weight and Research Certificate	W&R	A document issued by the carrier to certify the weight of a shipment to reflect the actual weight, versus the weight indicated on the Bill of Lading.

Bill of Lading

All shipments must have a bill of lading or delivery slip indicating the number of pieces, type of merchandise and weight. This must arrive prior to the deadline listed in the Shipping section of the Exhibitor Services Manual. If you are unable to meet that deadline, you may ship directly to the show site; your freight can still be received after the deadline date, but you will incur additional charges. A template is available here:

http://www.shippersdocs.com/bill_of_lading/lading.htm.

Smith Farm, I.I.C.
2471 Farmsville Rd. Prosperity, KY 00021
875-462-1234 office
875-222-1234 cell phone, Ralph
875-222-1233 cell phone, Sam

Bill of Lading # 703

Buyer: John Brown Shipping Date: 9-1-09 Ship to (Name): XYZ Store #4
 Address: XYZ Co. Lane 200 Delivery Time: Before 10 AM Address: 72 Hwy. East
 Phone: 502-222-1234 Delivery Date: 9-2-09 Location: KY 40321
 P.O. # 7726 Phone: 1-606-777-1234

Item / ID #	Unit	Price per Unit	Total per Item
5 bu. Squash	150 bu		
Slicer Cucumber	50 bu		
Green Bell Pepper	100 bu		

Total

Trucking Co. Rapid Trucking Co. Receiver (Company) _____
 Trailer Tag # KY 1283 Signature _____
 Produce temperature 38°F Time & Date _____
 Temperature to be maintained at 33°F
 Drivers Signature: J. Miller
 Timeout: 2 PM

Certified Weight Tickets

It is in your best interest to ensure that your shipments have certified weight tickets, which are usually procured from your freight company. That way, you know exactly how much your material-handling fees should be without having to rely on the contractor. Certified weight tickets must accompany all shipments.



Learn Shipping Carrier Options

There are several shipping carrier options to consider. Pick your carrier based on its fit with your needs.

Common Carriers

As its name suggests, a common carrier is typically a ground-transportation provider that moves goods for the general public as opposed to a contract carrier that moves goods under contract for a specific customer. Since the service is used by the general public, the term implies that your shipment is mixed with other general-public shipments.



Many common carriers have trade show divisions that specialize in exhibit transportation.

Benefits

- A common carrier is one of the least expensive ground-transport options available.
- This method is well suited for less-than-truckload (LTL) shipments of a few crates, pallets, and/or boxes.

Concerns

- Given the multiple consolidation points en route to a destination, common carriers are more likely to run into delays than van lines, which make fewer (if any) stops en route. Plus, shipping times are often longer than other methods, so common carriers are not well suited to any kind of rush delivery.
- Frequent loading and unloading - not to mention the fact that most shipments are floor loaded and not attached to trailer walls - increases the risk of damage.

Suggestions

- Many common-carrier trucks are equipped with powered lift gates for loading and unloading shipments. However, if your shipment requires a lift gate, always put the request in writing prior to shipment, and know that some carriers may charge extra for it.
- Decrease the risk of damage by using durable crates and/or well-secured pallets that can be easily moved via forklifts and pallet jacks.

Van Lines

Historically used to move household furnishings, van lines generally pick up a full truckload (FTL) shipment at one location and deliver it directly to its destination. In some circumstances, however, a van line will put more than one shipment into the same trailer headed to a single show destination. Some carriers require that any partial shipment must take up at least 12 feet of the trailer, but others will allow you to ship as little as one pallet.

Shipping costs are based on the linear feet used in the trailer, the miles traveled, and the fuel used. Weight isn't typically a factor in pricing unless your shipment is remarkably heavy.



Aside from small-package carriers such as FedEx and UPS, van lines offer the fastest service. Add-on fees typically include blanket-wrapping charges, extra-driver fees, wait time, etc. You'll also pay extra for fragile freight and blanket-wrapped or mixed shipments (a mix of blanket-wrapped items and crates/pallets).

Benefits

- Given the straps, pads, bars, blankets, and air-ride suspensions, and the fact that the same trailer is used to move goods from the shipping dock to the receiving dock (rather than the carrier loading and unloading your shipment several times en route), risk of damage is extremely low compared to other shipping methods.
- Since the truck usually moves directly from the shipping dock to its final destination, there are fewer chances of delays along the way. While accidents and inclement weather happen, shorter transit times and less loading and unloading make for fast, safe shipping.

Concerns

- The decreased risk of damage, expediency, and point-to-point transport comes at a price. Van lines are often the most expensive shipping method, aside from expedited airfreight.
- Van lines are best suited for FTL shippers, and can be quite costly for LTL shipments. For example, if you have a fragile LTL shipment that can't withstand common-carrier handling, you'll likely pay for space you don't even use inside the trailer just to obtain fragile-handling benefits.

Suggestions

- Trade show transportation is highly competitive in the van-line industry. So shop around, compare prices, and negotiate discounts whenever possible.

Airfreight

If you need speed and careful handling but you don't have a full truckload of goods, you'll probably want to consider airfreight for your shipment. Airfreight works much the same way as passenger air travel, as goods are typically moved on a plane along with other shipments directly from one city to another. Often, these goods are transported to and from the airport via ground carrier, but the majority of the distance your shipment travels is usually via plane.



Costs are usually calculated using actual or dimensional weight, and generally, the faster you want your shipment delivered, the more you'll pay. Most forwarders offer same day, next day, second day, third day, and three-to-five-day deferred services. You can also specify morning service or a time-specific service with these options.

Benefits

- Shipping via airfreight offers speedy delivery.
- Compared to a road trip on a common carrier, an airfreight shipment doesn't suffer as much jostling en route.

Concerns

- When shipping via air, however, Transportation Security Administration rules do apply. Check with your provider to ensure your commodity is something that can fly on a passenger aircraft.
- Since airfreight costs are based on weight (either actual or dimensional weight, whichever is greater), always run the numbers to determine if airfreight is right for you. Depending on the actual versus dimensional weight, large but lightweight packages can actually cost considerably more than smaller, heavier ones.

Suggestions

- Despite the fact that airfreight shipments experience less loading and unloading than common carriers - which means there's less risk of damage while en route - baggage handling and airfreight handling are frighteningly similar. Items are sometimes thrown around like sacks of potatoes. So make sure your shipment is carefully packed to minimize damage.

- Look for airfreight providers, common carriers, and van lines that provide free storage options. Lynden Expo Air, for example, provides 30 days of free storage at both inbound and outbound cities, Kolb says. Such a service can lower storage fees at your exhibit house, and in the case of consecutive same-city shows, it may completely eliminate one trip back to your exhibit house.

Small-Package Carriers

Almost everyone on the planet is fairly knowledgeable about small-package carriers such as FedEx, UPS, and DHL. And for the most part, these companies are the perfect solution for small shipments (those less than 150 pounds) that require speedy delivery. However, these small-package carriers are far from ideal for many exhibit shipments, particularly for those headed to the trade show floor.



Small-package carriers accept myriad packing options as long as the shipment is reasonably protected. Pricing is based on the distance traveled, dimensions, and weight, and delivery times include: priority overnight (next business morning), standard overnight (next business afternoon), first overnight (earliest next business morning), second business day, and third business day.

Benefits

- Small-package carriers are reliable, and exhibit managers can easily track shipments using a simple tracking number.
- Plus, this method is commonplace, so there's little or no learning curve to use the service, and transportation brokers or forwarders need not be involved.

Concerns

- Drayage costs associated with multiple small-package deliveries can quickly and easily bust your budget. It can also take hours for your packages to reach your exhibit, and separate pieces will likely arrive at different times.
- Your small package can easily get lost on the show dock.

Suggestions

- Rather than shipping small packages to the convention center, ship them to your hotel. While you'll likely incur a fee for package delivery from the hotel, it'll be far less than the drayage fees you might incur by shipping them directly to the show floor.

<http://www.exhibitoronline.com/topics/article.asp?ID=716&catID=34#.UdNMP9hinA0>

Decide: Advance or Direct?

You have the choice to ship your exhibit materials (booth, etc.) in advance to the show warehouse or directly to the show. The right choice depends on your needs.

Shipping in Advance to the Show Warehouse



Pros

- You can ship up to 30 days in advance of the show, in order to make sure it arrives on time.
- You can verify receipt of your materials well in advance of the exhibition, without worrying about lost or misdirected shipments.
- You won't have to deal with stand-by charges from your motor freight carrier while your direct shipment waits in line to be unloaded at the Convention Center.
- You can be assured that your materials will be in your booth space when you arrive to begin the installation process.

Cons

- You will be charged warehouse storage fees, as well as additional handling fees.
- You can't make any last-minute changes to your booth or materials.

Shipping Directly to the Show



Pros

- Saves you the fees that the show charges for warehouse storage as well as the additional handling fees.
- Your shipment can arrive later. This is important if you are shipping exhibits from show to show with no warehousing in between.
- Less handling, so the risk of damage is reduced.

Cons

- If your freight is lost or damaged, you won't have any time to find it or replace anything.
- Your carrier must meet target delivery times.
- There could be waiting time for trucks. Some trucking companies charge for waiting time. What is most important to you, waiting time or set up time?

Get Insurance

Have you ever stopped to consider what might happen to your business if the unthinkable occurred? For example, what if the truck carrying your exhibit was in an accident on the way to the show? Or the trailer containing all of your monitors and computer equipment was hijacked in a truck-stop parking lot and never recovered? And what would you do if a gust of wind came in the freight doors of the convention center and blew over your exhibit, knocking it to smithereens?



What follows is an overview of the basic types of coverage, followed by tips on how to evaluate your options and choose the appropriate plan for your situation.

Transportation Coverage

If you insure your exhibit property through your transportation carrier, the coverage is not technically insurance, as such companies are not licensed to sell insurance. It only covers your exhibit properties and equipment during transit to and from the show, not while your exhibit is on the show floor.

There are two types of coverage for your exhibit during transit:

1. **Released value or limited liability.** Limited-liability coverage is included in your basic transportation charge and covers your shipment at a minimal amount, about \$0.30 to \$0.60 per pound, per article. It covers the shipment only while in transit. If you go this route, ask your transportation carrier how much it would reimburse you if there were to be a claim on your shipment.
2. **Additional valuation or trip transit coverage.** This type of coverage is sold by the carrier in increments of \$1,000 and covers the freight only while in transit.

Door-to-Door Coverage

Sometimes called all-risk insurance, door-to-door coverage is often sold as a rider on your corporate insurance policy, as an add-on by your carrier through an insurance company, or through an insurance broker that specializes in exhibit and trade show coverage. All-risk insurance covers the shipment from the time it is loaded on the truck before the show until it is unloaded after the show, including all the time on the show floor.

You might be asking, "Why doesn't everyone take out an all-risk insurance policy?" Well, it can be difficult to obtain. A few years ago, a client of mine signed up for all-risk insurance through the show's GSC, but as we got closer to the time of the show, the GSC informed us it was no longer available. In another case, my client's risk-management department told me it was unable to insure thousands of dollars worth of computers on the show floor because of the GSC's disclaimer that it is not responsible for loss, damage, or theft beyond the minimal payments quoted in the exhibitor kit.

While difficult to obtain, it isn't impossible to purchase an all-risk policy. Talk to your company's risk manager, who can ask your corporate insurance broker for a list of agencies that offer such policies in your state.

Insurance Evaluation

After you've determined what kind of coverage you need, evaluate whether or not that amount of coverage is enough. How much would you have to pay if your exhibit components were damaged or lost? Consider the replacement cost of your exhibit, not its depreciated value. Could you replace it for what it originally cost to produce? If you rent exhibit properties, does your exhibit house require insurance coverage?

In addition to your exhibit property, make sure the equipment and products you ship are covered. What if some of your equipment is on loan from business partners, but is under your care and control when it's damaged?

Check for exceptions to coverage and investigate factors that affect it. Coverage may change based on the value of your exhibit property, where the loss occurred (in storage, in transit, or while at the show), who owns the property being claimed, if you have the paperwork to back up the replacement or depreciated value of the property, and if the loss was caused by a number of uncontrollable factors (aka "force majeure"), such as a natural disaster. Finally, determine how difficult it will be to file a claim. Does filing a claim require a police report, or will the report from show security be sufficient?

Regardless of the type of coverage you acquire, most policies will have a deductible. The \$10,000 question is who would pay that deductible? Does your company have an internal fund for this, or will meeting the deductible come out of your exhibit budget? If it has to come out of your budget, you may want to purchase a separate policy to cover the deductible.

<http://www.exhibitoronline.com/topics/article.asp?ID=862&catID=91#.UdL8D9hinA0>

Understand Material Handling

Material handling, also called drayage, can be confusing. Material handling includes unloading your exhibit materials (freight) from your designated carrier or company truck, storage at the show contractor's warehouse (for up to 30 days before the show), delivery to your booth, moving empty containers to and from storage and removing material from your booth for reloading onto your designated carrier after the event. Material handling does not include the cost of transporting your exhibit material to and from the show.



For a tutorial on material handling and cost-reduction strategies:



<http://www.freemanco.com/MatHand/>

Estimating Material Handling Charges

Your charges are based on the weight of your shipments, not on the distance between your booth and the dock. Since each shipment received is considered separately, you need your shipment's weight before you can calculate the charges. The shipment rate will be rounded to the next 100 pounds. Each 100 pounds is considered one "cwt" (100-weight). For an interactive estimation tool, visit

<http://www.shopforexhibits.com/content/trade-show-material-handling-calculator>

Material Handling Calculator

- Enter increments of 100 lbs.
- 200 lb min. per shipment

Standard Crated Straight Time Rate: \$

Your Shipment lbs.

On Target Off Target
 Advance Warehouse
 Direct to Show Site
 Crated
 Special Handling
 Uncrated
 Straight Time Both In & Out
 Overtime Either In or Out
 Overtime Both In & Out

Total Cost
 \$0.00

- Includes 3% petroleum surcharge
- Calculation is an estimate based upon past rate schedules that show contractors have used and is not intended to represent a service contractor's final billing.

To calculate your charges manually, go to the material-handling order form in your Exhibitor Services Manual and specify whether the shipment will arrive at the warehouse or be sent directly to the show site. Rates are usually different for each. The calculation should be figured as follows:

Description	Weight	CWT	Price per CWT	Estimated Total Cost
	÷ 100 =			
Surcharges	÷ 100 =			
			8.1% Tax	N/A
			Total	

Next, select the category that best describes your shipment. There are three categories of freight:

- 1. CRATED: material that is on a skid or is in any type of shipping container that can be unloaded at the dock with a forklift.** In this case, no additional handling is required. Whenever possible, choose to ship crated freight, as it is the least expensive rate.
- 2. UNCRATED, PAD-WRAPPED OR LOOSE SHIPMENTS: material that is shipped loose or pad-wrapped and/or unskidded; single-unit shipments (e.g., machinery that cannot be moved with a forklift as it does not have proper lifting bars or hooks).** This type of shipment requires special handling.
- 3. SPECIAL HANDLING: material delivered by the carrier in such a manner that it requires additional handling.** This can include ground unloading (vehicles that are not dock height, preventing the use of loading docks, such as U-Hauls, flat bed trailers, double drop trailers, company vehicles with trailers that are not dock level, etc.), stacked units of freight, unloading in a constricted space, designated-piece unloading (i.e., individual cartons or loads mixed with pad-wrapped material), loads failing to maintain shipping integrity, carpet- and/or pad-only shipments and shipments that require additional time, equipment or labor to unload. Federal Express and UPS are included in the special-handling category due to their delivery procedures.

If material is delivered to your booth during the overtime period stated in your shows Exhibitor Manual, you will need to factor in the overtime charges. This includes both warehouse and show-site shipments. If the shipment is accepted at the warehouse or at show site after the deadline, you will need to calculate a late-delivery fee.

http://www.exhibitoradvantage.com/ft_handbook.asp

Hand-Carrying Materials

Can I carry my exhibit materials into the convention center to my booth? Yes. An exhibitor may “hand carry” material through the door, provided they do not use material handling equipment to assist them. When exhibitors choose to “hand carry” material, they may not be permitted access to the loading dock / freight door areas. If your materials are large enough to require a hand truck or “dolly”, you must follow the shipping instructions outlined for private vehicles.



<http://sc12manual.heiexhibitors.com/content/first-time-exhibitors-faqs-1>

Empty Containers

Labeled, empty containers will be picked up from the booth periodically and stored in a non-accessible storage area during the show. You can pick up “Empty” labels at the Exhibitor Service Center to put on your containers. At the close of the show, labeled, empty containers will be returned to booths in random order. Depending on the size of the show, this process may take several hours – therefore, try to plan your booth layout such that empty containers can be used in the booth or kept under tables (i.e. out of sight and not inhibiting the look or flow of your booth).



http://www.exhibitoradvantage.com/ft_handbook.asp

Shipping Back Home

Before you get to the show, have a plan in place for shipping your exhibit materials home. You can choose to use the General Services Contractor of the show for shipping home, or you can work with a private company to get it home. Be sure that your choice is indicated on the Bill of Lading.

Material Handling Agreement

Each shipment must have a completed Material Handling Agreement in order for materials to be removed from the booth and loaded onto your designated carrier or company truck after the close of the show. All pieces must be labeled individually. To receive the shipping form and labels, you may complete the Outbound Shipping Form or submit the online request in advance, or you may contact the Exhibitor Service Center at on-site for your shipping documents. The Material Handling Agreement and shipping labels will be processed and available prior to show closing.

FREEMAN
13301 Alameda Rd.
Houston, Texas 77045
Ph: 713-433-2400 • Fax: 713-433-0441
freeman@freeman.com

OUTBOUND MATERIAL HANDLING AND SHIPPING LABELS

NAME OF SHOW: _____ BOOTH # _____
COMPANY NAME: _____ PHONE # _____
CONTACT NAME: _____ PHONE # _____
E MAIL ADDRESS: _____
For Assistance, please call 713-433-2400 to speak with one of our experts.

For fast, easy ordering, go to www.freeman.com

EVERY OUTBOUND SHIPMENT WILL REQUIRE A MATERIAL HANDLING AGREEMENT AND LABELS. WE WOULD BE HAPPY TO PREPARE THESE FOR YOU IN ADVANCE AND WILL DELIVER THEM TO YOUR BOOTH AT SHOW SITE TO REVIEW AND SIGN. TO TAKE ADVANTAGE OF THIS SERVICE, PLEASE COMPLETE AND RETURN THIS FORM.

SHIPPING INFORMATION

FROM: SHIPPER/EXHIBITOR NAME: _____
BILLING ADDRESS: _____
CITY: _____ STATE: _____ ZIP: _____

SHIP TO: COMPANY NAME: _____
DELIVERY ADDRESS: _____
CITY: _____ STATE: _____ ZIP: _____
PHONE#: _____ ATTN: _____
SPECIAL INSTRUCTIONS: _____

METHOD OF SHIPMENT

PLEASE CHECK DESIRED METHOD OF SHIPMENT BELOW

FREEMAN EXHIBIT TRANSPORTATION

1 Day: Delivery next business day
 2 Day: Delivery by 5:00 P.M. second business day
 3 Day: Delivery within 3-4 business days
 Standard Ground
 Specialized: Pad wrapped, uncrated, or truckload

OTHER COMMON CARRIER _____
 OTHER VAN LINE _____
 OTHER AIR FREIGHT _____
Next Day Second Day Deferred _____
CARRIER PHONE # _____

DESIRED NUMBER OF LABELS: _____

Once your shipment is packed and ready to be picked up, please return the Material Handling Agreement to the Exhibitor Service Center.

Verify the piece count, weight and that a signature is on the Material Handling Agreement prior to shipping out.

SHIPMENTS WITHOUT PAPERWORK TURNED IN WILL BE RETURNED TO OUR WAREHOUSE AT EXHIBITOR'S EXPENSE.

Freeman will make arrangements for all Freeman Exhibit Transportation shipments. Arrangements for pick-up by other carriers is the responsibility of the exhibitor. During exhibitor move-out, when time permits, Freeman will attempt a courtesy phone call to your carrier to confirm the scheduled pick-up.

FREEMAN outbound shipping

After materials are packed, labeled and ready to be shipped, the completed Material Handling Agreement must be turned in at the Exhibitor Service Center and you need to contact your designated carrier or company driver with pickup information. If your Material Handling Agreement is not turned in, your carrier is not allowed to pick up your freight. Please note you can use your own designated carrier or company driver or for your convenience, recommended carriers will be on-site to handle outbound transportation.

http://www.exhibitoradvantage.com/ft_handbook.asp

Forced Freight

The GSC can force your freight if your transportation carrier shows up late for pickup at the end of the show, or if the person dismantling your booth does not turn in a completed material-handling form. This means that your freight will be held in a warehouse or sent back to you via the GSC's preferred carrier - at non-discounted rates.

If this happens to you:

1. **Call the GSC as soon as you find out your freight has been forced.** Do not settle for talking with the exhibitor-support-center reps at the GSC's toll-free number. Ask to talk to the freight supervisor, explain your dilemma, and ask for immediate resolution.
2. **Get a written statement from your carrier's driver(s) who were turned away, with as much detail as possible regarding what he or she was told about your shipment's availability for pickup.** Contest any charges from your GSC that seem unfair, especially after getting your carrier's statements. <http://www.exhibitoronline.com/topics/article.asp?ID=373&catID=91#.UdM05thinA0>

Booth Design & Setup

This section is designed to help first time trade show exhibitors to navigate the complicated world of booth design.



Buy vs. rent?

Whatever the reason, exhibit furniture is often a necessity, and it likely needs to exist in some form at your next trade show. But before you purchase custom pieces, bone up on the types of rentals available and the benefits associated with each. You might find that renting your in-booth furnishings makes a lot more fiscal and logistical sense in the long run.

Buying is a smart move if you find that you need very specific designs or various colors. It also is great if you are looking to use these materials several times in future exhibits and expos, but you have to be aware of breaking down at the end of the show and storage.

Renting can be a more affordable move if you are looking for a one-time use something less expensive that you don't want to invest in or a design you might not follow through with in your next trade show experience. You also do not need to think about storage of your trade show exhibit when renting.

If you exhibit fewer than three times a year, consider renting a custom exhibit instead of buying one. Renting from the official show contractor will save you the trouble of planning, budgeting and providing booth shipping, drayage, carpet, installation and dismantling labor, storage and refurbishment. There's no way to avoid all fees, but you can save up to 33% of your budget by renting.

Types of exhibits

Whether you decide to have a custom exhibit produced, or adapt a used or rental unit, the type of trade show display you need will be based on the nature of shows you attend and what you want to accomplish at each one.

Here are some standard types of exhibition booths and displays.

- **Exhibit Systems:** Most large shows offer for rent some exhibit system options, in which they provide the walls, backdrop, shelving, tables, lighting, and carpet. These can be simple and relatively inexpensive, or elaborate and very expensive. For first timers, this is a quick, easy solution for your exhibit. However, it does tend to look generic, so plan for bringing customized graphics for the backwall and provide interesting product displays.



- **Pop-up Displays:** Feature a light-weight folding frame covered with magnetic-backed fabric, vinyl, or plastic panels. Pop-up displays create curved or angled walls for your exhibit area.



- **Panel Displays:** Consist of fabric-covered rectangular sections that are connected to make a wall. They can be readily adapted to different booth sizes and configurations.



- **Table-Top Displays:** Offer a less-expensive exhibiting option for smaller events and feature a lightweight display that sits on top of a table. These displays usually have three panels with velcro-attached graphics and headlines that can be easily changed and updated.



- **Pull-up Stands or retractable banner stands:** Provides a lightweight, easy method to accent your booth. These banner stands function like a window shade in reverse and can be placed together or in different booth locations based on your design needs.



Video: Retractable Banner Stand

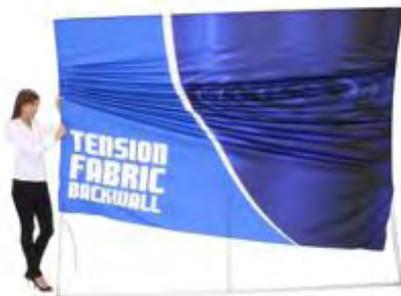


<http://www.youtube.com/watch?v=qsg2JjzshBo>

Lightweight, exhibit-friendly materials

The following are seven lightweight materials that can be used to decrease the heft of your exhibit. Surely, not every one is a perfect match for your brand or booth objectives. But by trading traditional heavyweights for these featherweight options, you can lighten your load and plump up your budget. Note: some of these ideas are “out there,” especially for first time exhibitors. However, these examples are meant to get you thinking about alternatives, before you blow your budget on more traditional, expensive, and heavy booth systems.

1. **Tensioned Fabric.** Given the popularity of fabric exhibit structures, they border on “traditional” exhibitry these days. But the versatility and capabilities of fabric make it an ideal solution. In addition to being lightweight and easy to pack, ship, and install, tensioned-fabric structures (such as those from Moss Inc., Fabric Images Inc., Transformit Inc., TenFab Design LLC, and many others) provide the perfect canvas for bold graphics and lighting. The flexibility in design options also means you can create sculptural, attention-getting exhibits that stand out on the show floor at a reasonable cost. If a more traditional look is desired, you can use a frame and fabric system that gives the appearance of a hard wall. The resulting



designs often have the look and feel of traditional exhibit systems but weigh far less and have the added benefit of being adaptable to many configurations.

2. **Interlocking Cardboard.** Mention the term “cardboard architecture,” and many people conjure images of Skid Row. But architects and designers have been developing cardboard- and paper-based architectural structures for years. In fact, Charles and Ray Eames created a paper-based construction system with their interlocking cards. The exhibit industry has its own Eames-esque systems comprising interlocking cardboard or substrate



structures that can be customized with your graphics and organized into everything from back walls to inventive artwork. The Nomad Screen System from Mio Co. LLC is a prime example. Comprising recycled, double-wall cardboard, this modular system can form freestanding partitions, or even table bases and other structural components. Shipped flat, the customizable sheets require no tools for assembly. Along these same lines, design firm Kuhlmann Leavitt Inc. offers a product called Stax Modular (<http://www.staxmodular.com/>). Using the same interlocking, card-stacking concept, the lightweight system features panels made of a variety of sustainable substrates, so you can pick and choose what works best for your application.

3. **Traditional Cardboard.** You can implement “raw” cardboard into your exhibit without purchasing one of the aforementioned interlocking systems. Granted, you’ll need to get creative, but building an entire booth or even a few components out of cardboard is definitely doable (see image). In fact, if you just Google “corrugated cardboard structure images,” you’ll find everything from chairs and partitions to reception desks and



conference tables made entirely out of cardboard. Again, your designers will need a bit of engineering knowledge to turn a piece of cardboard into an exhibit element. But cardboard can often be covered with plastic laminates, printed vinyl, or even painted.

4. **Honeycomb and Corrugated Core.** One step up from traditional cardboard are honeycomb panels and products employing a corrugated core. Honeycomb panels (picture a piece of cardboard with honeycomb-shaped cutouts that’s sandwiched between two pieces of cardboard) are widespread in the packing industry. But since these panels are easy to cut to form on a computer numerical control (CNC) machine, and they’re light compared



to wood or aluminum-frame structures, they’re a viable substitute for traditional exhibit materials. They, too, can be covered with various materials to give them a more finished feel. Myriad honeycomb products are available, but two options to get your wheels turning are Sing Core from Sing Square Log Homes and Tripanel from Tricel Corp. PlyCorr, which is sold through PlyVeneer Products, uses the same sandwiching technique as honeycomb products, but it has a corrugated core that can be drilled or cut with conventional woodworking tools.

5. **High-Density Foam.** Various suppliers offer foam-based materials that can be used to create exhibit components, but one example is PlyVeneer Products, which sells PlyFoam (<http://www.ply veneer.com/plyfoam.html>). This strong, lightweight panel comprises expanded Polystyrene foam sandwiched between two paper or cardboard sheets. However, at least one exhibit-industry company is testing foam’s capabilities as well: Freeman. It’s using high-density 2-pound foam as the core for wall panels, which are sandwiched between plastic laminate or other surfacing materials.



6. **Inflatable Structures.** Inflatables are another lightweight option for structures and furniture. And with the designs available today, your exhibit doesn’t have to look like a bounce house gone bad. Cort Event Furnishings offers the Blofield Air Design line of inflatable chairs and couches. Meanwhile, Ibebi Design offers a wide range of inflatables, ranging from conference-room structures and reception desks to dramatic freestanding arches.



Keep in mind each of the aforementioned materials needs to meet city, state, and venue standards for fire safety, which means you may need to add fire-retardant or flame-proof treatments to make them trade show ready. Nevertheless, each option can help you decrease your overall exhibit weight, and thus your exhibiting costs. What’s more, these atypical materials can often set your exhibit apart from the competition, turning a cost-cutting ploy into an attention-getting lure.

<http://www.exhibitoronline.com/topics/article.asp?ID=1268&catID=71#.UdMrW9hinA0>

Elements of a Trade Show Booth



Your booth execution is so important for a number of reasons. There will be a lot of people that have never heard of you before that will be wandering by. If your booth is nice and inviting, you have a greater chance of getting more of those passersby to walk into your booth and experience your product for the first time. You need the booth to be an expression of your brand so that people can get an idea of you and your product just by glancing at it. You also want to present yourself as a viable, serious company that another company wants to work with. You need to convey that you are serious about your company and its growth and that you can deliver.

Even the most willing buyers won't step foot inside your space unless: a) they can see enough to determine what you're offering and that it's of value to them, and/or b) your exhibit contains a hint of something exciting inside that they simply can't resist. So before you fiddle with your overall exhibit design, make sure your exhibit communicates who your company is and what it's offering.

Tone & Colors

When you are thinking about your booth before you even start designing, you need to consider the tone you will be setting. This mostly depends on your product and its tone. A booth for a company that sells lifejackets should be very different than the booth for a company that sells gummy bears. You need to know the tone of your product and company and figure out a way to have your booth reflect that image.

Have you selected colors that are attractive to the eye? Choose colors that are pleasing and memorable, and limit your color selection to 3 or less.

Black is powerful and sophisticated, but can be stubborn. Grey sparks creativity, particularly when paired with a cool blue, green or purple. Browns are informal and usually reserved for the blue-collar industry. White is pure, honest and traditional. Use reds with caution; although they are energizing, reds can also increase blood flow and anxiety in passersby. Orange is eye-catching, but if too bright can look cheap (think fast food). Use blue sparingly, as it can be calm but boring if used in abundance. Yellows can capture attention, but too much can be irritating for visitors and limit their ability to focus. Green is good, since it traditionally symbolizes nature, money, tranquility and freshness.

http://www.smarttradeshows.com/articles/design_checklist.htm

Walls

Find out from the Exhibitor Services Manual what are the walls of the booth; common walls are pipe and drape, 8' back wall, and 4' sidewall. Will this work for your exhibit? Are there restrictions on back and sidewall height? Will the walls of your booth be the pipe and drape (not recommended; looks amateur), or will you have your own backdrop? Will the backdrop fit on the pipe and drape, or will it be a stand-alone display?



Floor

Trade show flooring is as important for your show area as any other part of your trade show design. You might think that people won't pay attention to what they are stepping on, but remove flooring and you can see how your booth is aesthetically lacking. Additionally, most shows require some type of flooring; if you don't provide it, the show will place carpet at the expensive show rate.



Basic Options

- Trade Show Carpet. One of the most popular choices you will come across when considering your flooring is carpeting. Carpeting can set the tone for your entire exhibit, especially if you are looking to give off a warm, comforting, and somewhat luxurious impression. Typically, you rent carpet from the show's general service contractors. For first-timers, we suggest renting the standard carpet (not custom-cut), no padding, and vacuum it yourself (i.e. don't pay for vacuum service; it's expensive).

- Roll-able flooring. Bamboo is a popular choice as it is easy to turn into a rolled material (just think of how there are easily rolled bamboo placemats for dining tables) – easy for shipping, too. Floor graphics can also be made to roll out, so it might behoove you to get your logo printed to roll out, as you can use it repeatedly in your trade show design.
- Hardwood and tiles. These require a bit more work to lay down than carpet or roll outs. They will stand up to a lot of traffic though, fairly better than carpet, and will be easier to clean at the end of the day. It could be the look you need for your exhibit, for a more natural impression.

Tables & Chairs

When you're considering tables and chairs for your booth, think first about how they will be used: product display, literature display, demonstration, product sampling, place for buyer to sit down and make an order, etc. You can use a mix of all types of tables to meet your exhibiting needs.

Common Table Options

Common table options include:

- Skirted table (regular height, pick complimentary colors to your booth and carpet)



- Skirted counter (counter height, offers extra storage underneath)



- Specialty tables (not typical for first-timers)



- Unskirted table (only get this if you have a graphic table cloth)



Common Chair Options

There are several chair options to consider for your booth. First, however, consider – are you going to use chairs? What is their purpose? Be wary of chairs; they can lead to fiddling with your phone or generally looking unapproachable.

If the buyer won't see your chair, go with the cheapest option, making sure your chair matches the height of your table (i.e. stool for counter height tables, etc.). Some opt for chairs and a café table in the booth, in order to encourage buyers to come in and sit down. For first timers, however, it's not as likely that you'll write orders at the show, so it's probably best to go with a chair for resting your feet in between customers.



Video: People Won't Read Your Booth



http://www.youtube.com/watch?v=y_qODK8IGaU

Signage

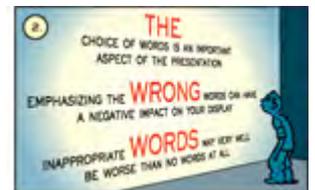
The signs in your booth are your silent communicators to the buyers: why they should stop, why they should listen, why they should buy. Here are some tips for effective booth signage.

Eye-Level Signage

1. **Use a maximum of six to 10 words.** "If your text takes more than three seconds to read, you've got too much text," says Chuck Michel, manager of business development at St. Louis graphics firm Group 360 Communications. That means your graphics can feature maximum of roughly six to 10 words and maybe an eye-catching company name or logo. Paired with an interesting image that also communicates your message or offerings, the text should complement the accompanying image to create a powerful, cohesive, can't-miss message that stops people in their tracks and draws them into a conversation with booth staff.



2. **If you talk benefits, attendees will listen.** With only a handful of words in your arsenal, message selection is critical - and benefit statements are key. "Attendees only want to know what's in it for them," says Susan Shuttleworth, marketing manager at Hummelstown, PA-based TransCore. "For example, tell attendees your product 'Cuts transportation costs by 20 percent!' or that it can 'Double your ROI.' But don't waste your word allotment to tell them how cool your company is or to list product numbers and specs. Attendees just don't care."



3. **Use light over dark or dark over light text combinations.** "When it comes to color selection, text color must provide a sharp contrast with the background in order to have full effect," says Gwen Parsons, senior vice president of Nomadic Display, a portable- and modular-exhibit provider in Springfield, VA. "One must place text on a case-by-case basis, simplify the overall amount of text, and avoid using busy backgrounds." Effective color combinations typically include dark colors (e.g. black, navy, forest green) on light backgrounds.



4. **Use serif or sans-serif styles and no more than two fonts per graphic.** "Graphics text should be clear and easy to read, not artsy," Michel says. "Your images, not your text, are your art, which means artsy fonts are unnecessary." Artsy fonts are difficult to read, as they fight for the readers' attention by competing with the image and distracting the reader by pulling the eye back and forth. Out of the three primary font styles - serif, sans serif, and decorative - serif and sans serif styles are the easiest to distinguish and read.



5. **Text must be a minimum of 4-inches tall.** Type should be a minimum of 1-inch tall for every 3 feet you step away from it, Michel says. Since most attendees are at least 12 feet from your exhibit as they pass it in the aisle, text should be at least 4-inches tall, i.e. roughly the size of a standard envelope. If you want attendees to read your text from 20 feet away, for example, it should be a minimum of approximately 6.5-inches tall.



6. **Position text in the 2-foot zone.** The 2-foot zone across the top of the exhibit is the ideal location for text, says Adam Brodsley, principal of San Francisco exhibit-design firm Volume Inc. "It's really the only unobstructed area on your exhibit's back wall that people can see clearly in an aisle full of people." If you absolutely can't position all of your text within the 2-foot zone across the top of the back wall of your exhibit, make sure it doesn't go lower than eye level, which is roughly 5 feet up from the floor.



7. **Use one large, well-cropped image.** Less is more. Rather than a smattering of small images, use one large main image to fill the majority of your graphic display, says Randy Harju, principal at exhibit house 3DL Design Inc. in Mundeville, MO. He suggests cropping the image for maximum effectiveness. "For example, use a shot of a person sitting in an office," she says. "All crop in the image - the window files on the corner of the desk, the wastebasket overflowing at the bottom right - distract from the person at the desk. However, if you crop the image so you only see the person's face bathed in the glow of the computer monitor, you dramatically increase the impact of the message - and you create an eye-catching image attendees can't help but notice."



8. **Use high-resolution images, and consult your graphics designer.** "Garbage in, garbage out," Michel says. "Never use a low-quality image, such as one with a resolution too low for your final graphic's size, to try to make a high-quality impression. Make sure you and/or your graphics designers have a good understanding of the resolution of the image and its enlargement limitations before you purchase it." Not all images can be "rez'd up," or enlarged, and still retain their quality or appearance. Often, low-res images can become blurry or grainy when enlarged. Pay special attention to low-cost stock photography and company logos, which often have image-enlargement issues. Since situations, photos, and uses vary, consult your graphics designer before making a purchase.



<http://www.exhibitoronline.com/topics/article.asp?ID=612&catID=78#.UegPyKw-HHd>

Table-top Signage

Here are the signs you should consider for your table top.

- Show specials – gives buyers an incentive to purchase immediately



- Seeking brokers or distributors – may catch the eye of prospectives
- Offer private label or co-packing – may be a benefit for some buyers



- Certifications – tells buyers what’s important to you (e.g. organic, gluten free, etc.)



- Trade organization memberships – if they are pertinent to your industry or important to your customers (e.g. Organic Trade Association, etc.)



- Our Story – helps buyers to build a relationship



Storage

Have you set aside sufficient storage space to avoid a cluttered exhibit area? Consider well-hidden storage totes to hold your extras. Too much clutter means you will be perceived as disorganized, and you will lose prospects. Do you have adequate storage for literature, electronics, promotional incentives, briefcases, and portable shipping cases? Do you require secure storage for valuables during and throughout the show? Can you safely store your shipping materials (pallet, boxes, etc.) out of sight for a speedy pack up?

Product display

Plan for how you will display your product. You need to consider how your customer will interact with the product, how they want to see the product and what information they will want about the product. If you have a complicated product that needs explaining, you need to go above and beyond to explain both visually and verbally how it works. Never assume that people will understand just by looking at it. Customers will want to know or see how the product is packaged as well as being able to hold and feel it. Make sure that your display allows for both.



Finish

Is your exhibit worn or dated from one too many shows? Plan ahead before you purchase your next exhibit. Light colors show seams and damage more easily than dark colors or patterns. Glosses scratch easier than matte laminates.



Safety

Is your exhibit structurally stable when filled with attendees? One small disaster can ruin a well-planned and potentially successful show.



Booth Inspirations

For booth space inspirations geared towards first time exhibitors:

<http://www.exhibitoronline.com/topics/article.asp?ID=832&catID=78#.UdR9lvnU8Zk>.

Ordering Show Services

Setup and Dismantling Labor

Even if you plan to bring your own display, you may have to order union labor to set it up and dismantle it. Order your labor in advance, because if you order at the show, you will probably have to wait. Union regulations vary from state to state, so check your Exhibitor Service Manual for details. For planning purposes, view this list of Union labor rules and regulations by city:

<http://goo.gl/wYYVKP>



Building Services

Building services must be ordered from the convention center.

Utilities

Utilities (water, gas, electricity and compressed air) and telecommunication services (telephone and Internet) are ordered through the facility and/or general contractor. Order forms and additional information are in your Exhibitor Service Manual.



Electrical Service

While some booths might not need electricity, if you're rigging lights or cooking samples, you will need to order electrical service. For most large, national shows, you order electrical services from the Convention Center, not the General Services Contractor. The information should still be provided in your Exhibitor Services Manual, however.

You must know what you need for electrical service, but estimating your power requirements can be confusing. Here are some examples of power needs for various pieces of equipment:

Lead-retrieval reader	34 watts
Coffee pot or microwave	2,000 watts each
CPU/Motherboard and monitor	1,000 watts
Refrigerator	1/2hp 120v (24-hour power)
27" television	250watts

The more information you supply with your electrical order form, the smoother your installation will be. Be sure to include:

- Floor plans/Display Diagrams — indicate where your outlets should be by using neighboring booth numbers and references. **This is required for most shows.
- Approval to Proceed — inform the electrical department if you want your outlets installed before you arrive at the show.
- 24-Hour Power Order — order only for the outlets that require constant power. Regular show power for each day is usually turned on one hour before the show opens and turned off one hour after the show closes. In other words, if you are keeping product cold in a refrigerator, you'll need to order 24-hour power, or else your frig will be turned off all night.
- Distribution Labor — required for any booth with more than one outlet location per drop of power. An electrician may also be needed to plug in all lights and equipment. This can vary from city to city. Refer to your Exhibitor Service Manual for details.

http://www.exhibitoradvantage.com/ft_handbook.asp

Average Labor Rates

View the graphics on the next page to give you an idea of labor rates to expect at the show.

Labor Rates



Drayage (general labor)
per hour **\$85.50**
Overtime \$130.75
Sunday \$137.79



Electrician
per hour **\$92.94**
Overtime \$157.84
Sunday \$158.95



Rigger
per hour **\$90.02**
Overtime \$136.19
Sunday \$144.47



Carpenter
per hour **\$85.73**
Overtime \$128.58
Sunday \$137.75



Decorator
per hour **\$86.96**
Overtime \$134.93
Sunday \$137.17



Forklift with operator
\$171.38 to \$239.89
Overtime \$242.68 to \$330.74
Sunday \$259.45 to \$349.17



Security guard (unarmed)
per hour **\$65.36**



Booth cleaning (daily vacuuming)
per square foot **\$0.44**



Audiovisual labor (delivery, setup, pickup)
per hour **\$65.36**

SOURCE: 2011 TRADE SHOW LABOR RATE BENCHMARKING SURVEY, RED 7 MEDIA, IN ASSOCIATION WITH THE EVENT MARKETING INSTITUTE (EMII) AND THE EXHIBIT DESIGNERS & PRODUCERS ASSOCIATION (EDPA)

What Can Exhibitors Do Without Union Personnel?

Contrary to popular belief, in some cities exhibitors are allowed to do some work within the confines of their booths. Please reference your Exhibitor Service Manual for specific details. At many shows, exhibitors may install and dismantle their own exhibit and lay their own carpet in their own exhibit area as long as the booth size is 100 square feet (10 feet by 10 feet) or less and the following conditions are met:

1. **The setup can be reasonably accomplished in approximately one hour.**
2. **No tools are used in the assembly or dismantling.**

3. **Individuals performing the work must be full-time employees of the exhibiting company and carry identification to verify this.**

Exhibitors are allowed to unpack and repack their own products (if in cartons, not crates) and are allowed to do technical work on their equipment, such as balancing, programming and cleaning machines, etc.

Exhibitors may move a "pop-up" display (equal to or less than 10 feet in length) that can be carried by hand by one person. The individuals moving the items must be full-time employees of the exhibiting company and must carry identification to verify this.

Track 4: The Show

Exhibiting for the first time at a large, national trade show can be scary and a daunting task. The following will help you with what will happen at the show.



Travel

This section is designed to help the first time exhibitor plan for traveling to their first trade show without breaking the budget.



Making the Most of Your Travel Time

Since you have already made the commitment to travel and be away from your business, here are some suggestions to make the most your time:

- Attend educational sessions: some are free, and some money. Most shows will have the educational session options listed on their website.
- Network with other exhibitors: This is your opportunity to network with other new and established businesses to compare notes. You



could also attend the industry events held at the show, such as exhibitor receptions, etc.

- Walk around the show: View the exhibitor list in the show's directory and determine if there are any competitors, potential suppliers, potential buyers or distributors, industry organizations, etc. in which you might be interested. Map out their location and take a 15-minute break twice a day to visit them at the show.



- Gather competitive intelligence: While you're walking around the show, view competitors' products, booths, and marketing materials to see how yours compare.



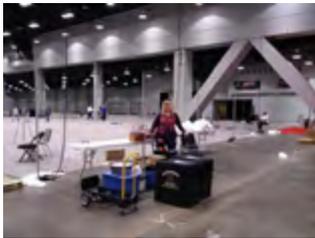
- Schedule meetings at the show: Contact your buyers near the show's city and have them meet you at the show to increase the product lines they carry, increase orders, etc.



- Visit your local retailer and distributor accounts: If you have any accounts near the show's city, take the time to go visit them to see how your product is merchandised, maybe even schedule samplings, etc. Increase your sales and retailer/distributor goodwill with one gesture.



- Allow enough time the evening after the show: Make sure your travel plans at the end of the show give you enough time to receive your empties and pack



- Schedule time to stay for a few days after the show: This gives you the chance to follow-up in-person with any potential local accounts you met during the show.



Tips for a Tighter Travel Budget

With a bit of frugality, some inventive alternatives, and a few nifty tactics, you can maximize your travel budget without maxing out your corporate credit card in the process.



Consider Alternative Lodging

The show's official hotel shouldn't always be your go-to option. Investigate alternatives such as boutique hotels, bed and breakfasts, vacation-home rentals, corporate apartments/condos, etc. In doing so, consider dining availability and pricing along with travel expenses to and from such alternatives to make an apples-to-apples comparison against traditional lodging. It's pointless to book a slightly cheaper hotel if you end up paying more in the long run due to taxi fees to and from the venue each day, especially considering that show management often provides complimentary shuttles to and from the venue from official host hotels. Be on the lookout for hotel specials as well, since booking your rooms directly through the hotel, rather than going through the show's room block, can sometimes get you better rates or negotiated discounts. By shopping around a bit, you might even find hotels at which some serious perks are already included in the nightly rate. Complimentary breakfast, airport shuttle service, and free access to the fitness and business centers can eliminate a bevy of budgetary blips and add up to a sizeable savings in the end.

<http://www.exhibitoronline.com/topics/article.asp?ID=1278#.UdLyCdhinA0>

Beat Back Baggage Fees

If you know in advance that staffers will be carting bulky or heavy items such as printed handouts for a conference session they're presenting, copies of catalogs, etc. an option is to consider packing and shipping those materials with your exhibit, as it's likely going to be far less expensive in the long run.



<http://www.exhibitoronline.com/topics/article.asp?ID=1278#.UdLyCdhinA0>

Try to Avoid Taxis

The most expensive trips are likely to be the ones to and from the airport, assuming your hotel doesn't offer complimentary shuttle service.

So call the hotel and inquire about how much you can expect to pay per fare, then compare that to alternative options. Also, if your hotel doesn't have its own airport shuttle, it may have a negotiated rate with a local shuttle firm. And keep in mind that while convenient, cabs aren't the only way to get from point A to point B.

In many cities, shared shuttles are available for a fraction of the cost you'd pay in cab fare. In Los Angeles, for example, it costs approximately \$50 to get from the airport to the Los Angeles Convention Center, not including tip. But if you book a shared shuttle service, you'll only pay \$15 per person.

Another option is, of course, rental cars. Renting a car is a particularly cost-effective solution if you're planning to make several trips outside of the standard travel trifecta of the airport, hotel, and convention center. For instance, if you'll be making trips to purchase supplies, visit a local graphics shop to print signage, and dine at off-site eateries, renting might make a lot of monetary sense.

<http://www.exhibitoronline.com/topics/article.asp?ID=1278#.UdLyCdhinA0>

Talking to Buyers

For first-timers, the thought of talking to buyers at a trade show can be overwhelming and scary. Below are some tips to help.



Note that at no time in this section do we encourage you to start your product presentation. That's because when talking to buyers at a trade show, we suggest you work your product into a conversation about the buyers' needs. It's better that your product is part of a solution for the buyer, rather than making your buyer listen to a canned presentation.

Greeting Buyers

First impressions, even at trade shows, are critical and lasting. You don't want a visitor's first impression of an exhibit staff to be one of indifference or rudeness.

Pulling Buyers Into Your Booth

So should visitors be greeted in the public aisles around your booth? If so, how should it be done? And how soon should a visitor be greeted when they enter a booth? Every visitor to your booth should have a positive experience and it starts with the greeting.



Remember that the aisles are public domain, so don't chase buyers down in the aisles or holler at them from your booth. If they slow down or stop as they're looking at your booth, make eye contact, offer a welcoming gesture, introduce yourself, shake hands, and be ready with an opening question. Don't look at their badge yet. You're spending a minute with them to make a good first impression, then you can start qualifying them. Ask them: what do they know about your company and products, or ask what about your booth or product made them slow down or stop. Get a conversation going.

<http://www.hillgroup.com/podcasts/Greeting.mp3>

Reading Body Language

An important aspect of sales and boothmanship is body language.

Yours

Your body language can make the difference whether or not a buyer stops at your booth.

Video: How to Look Unapproachable at a Trade Show:



<http://www.youtube.com/watch?v=jK658HBZai8>

Video: Importance of Non-Verbal Communication



<http://www.youtube.com/watch?v=AhCIMx71f-4>

Theirs

When someone approaches your trade show booth, can you tell what they are thinking? As a trade show exhibitor, your observation skills are critical to determining high-quality sales prospects. Knowing how to read and interpret body language will help you identify prospective visitors, and avoid the time-wasters.

Body, head and facial gestures all send signals, and are powerful indicators of how you may approach and engage prospective clients. Consider the following telltale gestures:

Body posture:

- Leaning back with closed arms means not interested
- Leaning back with open arms signals contemplation and careful interest
- Leaning forward with closed arms is potentially aggressive
- Leaning forward with open arms displays interest and concurrence

Head position:

- Neutral position is an open attitude
- Tilted down can be disapproving and judgmental
- Tilted back is a sign of a superior attitude
- Tilted to one side signals interest

Facial gestures:

- Rubbing eyes is deceitful and secretive
- Rolling eyes denotes a dismissive and superior attitude
- Peering over glasses suggests scrutiny and a critical manner
- Hands or fingers blocking mouth can signal deceit
- Stroking the chin means contemplation and assessment
- Rubbing the nose suggests a dislike of the subject
- Direct eye contact is a sign of real interest. Visitors who avoid eye contact are disinterested, uncomfortable or distracted. Waylaying these visitors will likely only upset them. Watch for visitors who are fidgeting with their hands or objects – restlessness is a sign of boredom and your booth staff will benefit from pausing to see what the visitor is really thinking. Ask some open-ended questions to help engage these prospects. Palm rubbing, on the other hand, is definitely a positive sign of eagerness and anticipation, and it is incumbent upon your staff to maintain the momentum. Perhaps this visitor was the recipient of your pre-show marketing efforts, and is already keenly interested in your company.

Look for other body language clues, and act accordingly. Shy visitors need time to approach you, and will venture forward on their own terms. Show them patience. A visitor who touches their face or rubs their chin is mentally evaluating your company. Avoid engaging in further conversation, and wait for the prospect to take the next step. It is also important to watch for rapid shifts in body language, and respond accordingly. Sudden gestures are usually an indication of increasing or declining interest levels. You may simply need to slow down, confirm that you are addressing that prospect's needs, and then take the conversation to the next level.



Your booth staff can create harmony by imitating the body language of visitors. This psychological principle of “matching and mirroring” operates under the belief that people wish to conduct business with salespeople they feel are similar to them. Matching and mirroring your prospect's body language is a subconscious way to tell the visitor you like them and agree with them. After you think you've developed trust and rapport with a visitor, try verifying this by crossing/uncrossing your arms and see if your prospect mimics your gesture. If they shift and match your posture, you have likely developed a rapport with that visitor. If there is a mismatch, you need to continue building a relationship.

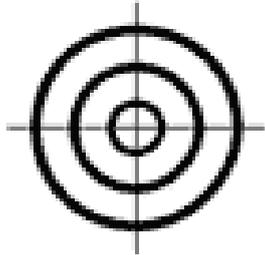
http://www.smarttradeshows.com/articles/body_language.htm

Qualifying & Organizing

In order to make the most of your time at a trade show, it's important that you know how to qualify your buyers, turn them into leads, and organize those leads for follow-up after the show.

Know your target

Know in advance of the show the type of buyer for which you're looking: e.g. small chain in the Northwest, serviced by XYZ Distributing, etc. This will help you to target the appropriate buyers and turn away those who are not a good fit for your company. Ask yourself, if Giant Superstore buyer wanted to order 10,000 units per month for 6 of their distribution centers, would you be ready? Would that be a good account for you?



Start qualifying

After you've gotten the buyer in your booth and developed a rapport, start qualifying them. Within the first 5 minutes of talking to the buyer, ask questions of them to determine if they are ready and willing to buy from you. Be sure this doesn't come off as an interrogation; weave these questions in the normal course of the conversation.



Do they have a need for your product? This might sound obvious, but there are some people at trade shows who are just nice people looking for conversation.

Do they have some role in the decision-making process in their company? Sometimes spouses or friends of buyers walk the show, grazing, and they're not likely worth spending time on.

Do they have budget or funding to buy from you? If there is no money, they can't buy!

Do they have a reasonable buying time-frame (typically less than 1 year)? Don't spend time with buyers who won't be ready to buy in a short time after the show.

Will they allow you to follow-up with them? If the buyer has a "don't call me; I'll call you" attitude, they're not likely interested.

http://www.hillgroup.com/podcasts/Key_Qualifiers.mp3 and http://www.hillgroup.com/podcasts/Qualifying_Questions.mp3

Dismissing

At this point, you should know whether or not to continue the conversation with this buyer, moving towards a buying decision. For those buyers who aren't right for your product, or for those booth visitors who are not buyers and just taking up your time, you must learn how to dismiss them. Dismissing should always be done politely and professionally.

You should be able to dismiss visitors when:

- Your conversation, with even the biggest sales prospect of the entire show, is at an end;
- When you've been talking with an old friend, another exhibitor or some other lower-value visitor and now you need to engage, greet and qualify a potentially higher-value visitor; and
- If the visitor is a pure time-waster – they're keeping you from working with qualified visitors.

It's as simple as shaking their hand and saying, "Thanks for coming by. Enjoy the rest of the show."



<http://www.hillgroup.com/podcasts/Dismissing.mp3>

Show Specials

A good way to get buyers to close the deal at the show, rather than waiting for follow-up weeks or months later, is to offer show specials with time limits. Here are some examples of show specials:



1. **Free shipping for the first order [1 case minimum] made at or within 30 days of the show.**
2. **10% off your first order [1 case minimum] made at or within 30 days of the show.**
3. **Free display or merchandising case with first order [1 case minimum] made at or within 30 days of the show.**

Buyers Term Sheet

Be sure to give your qualified buyers a "Buyers Term Sheet" which covers all of the terms of your relationship.

This helps to alleviate future confusion over expectations. On the next two pages is an example term sheet for your reference.

XYZ CO. WHOLESALE BUYERS TERM SHEET

CONTACT US:

Monday-Friday, 8am to 5pm (MST)

Toll Free XXX-XXX-XXXX

Office XXX-XXX-XXXX

Fax XXX-XXX-XXXX

Email: email@website.com

Website: website.com

MINIMUM ORDER:

\$75.00 - When placing wholesale orders, please provide your TAX ID #/Business Resale Number. Orders cannot be filled until we receive this information. Thank you for your cooperation.

PAYMENT:

We accept Checks, Visa, Mastercard, and Discover. Payment must be received in full prior to shipping.

SHIPPING:

Most orders are shipped within two days of receipt. For custom and bulk orders, please allow up to two weeks for production and shipping. We ship via USPS and UPS depending on the order size. Ground service will be used unless specified otherwise with additional charges being the responsibility of the customer.

Shipping is free for Montana customers with a minimum order of a \$100.00.

PRICES:

Wholesalers are eligible for pricing from our wholesale pricing rate sheet.

EXCHANGES & RETURNS:

We hope you are satisfied with every XYZ Co. purchase you make. We believe strongly in our products and their quality. If you are not pleased with your purchase, you may seek a return or a replacement.

Return Address: XYZ Co., 1234 Address, City, MT 12345

For your protection and to ensure prompt delivery, we recommend that you send your return via USPS Priority Mail. We're sorry, return shipping fees are not reimbursable.

Please include the following information with your return - indicate whether you want a refund (only if original receipt is included and the product was purchased within the last 60 days) or replacement, the reason for the return, a description of the item you are returning, and its price. No returns for items three months before expiration date.

XYZ Co. Wholesale Buyers Term Sheet (cont.)

Your return will be processed promptly upon its arrival and all exchanges will be shipped via USPS Priority Mail or UPS ground shipping. Processing and transit time for exchange packages is usually 7-10 business days from the time your exchange request is received at our location. Business days are Monday-Friday, excluding federal holidays within the United States.

Damaged Items or Our Error - When your order arrives, please inspect the package for any damage that may have occurred during shipment. It is normal for the box to show some wear, however, if damage occurred to the item(s) in your shipment or the order is incorrect, please contact us immediately at our Consumer Care hotline. Our Consumer Care hotline and email is available Monday - Friday 9 AM - 5 pm MST, Toll Free XXX-XXX-XXXX, or email us any time at email@website.com.

Please provide the order number along with your email address and phone number for fastest service. To assure prompt resolution, please retain the shipping box, packing materials and the damaged items for inspection by the carrier. Regardless, we'll promptly schedule return arrangements with you.

We do not give refunds, credits, or exchanges for our website's Featured Specials, Outlet items, discontinued items, or items purchased through unauthorized resellers or online auctions. Prepackaged gifts and kits are assembled individually and may vary slightly. XYZ Co. reserves the right to substitute a product of equal value and nature if the original product becomes unavailable. XYZ Co. reserves the right to refuse returns for an unreasonable quantity of items or items that may not have been purchased within the last year.

Categorize your buyers

In order to know how to follow up with your buyers after the show, you must categorize them as you gather the leads.

Determine your criteria

There are countless criteria you might consider to rank your leads as A, B, and C leads (or whatever names, or number of categories, you choose). However, one successful strategy is to use explicit data that you gather as part of your qualification process along with anecdotal key words. The combo typically provides you with the data you need to prioritize your calls and have something relevant to say during the interaction.



Explicit data includes hard-core facts you can discover via attendees' badges and/or conversations with them. This can include everything from their geographic location and purchasing authority to their budget and timeframe.

You can also note key words used by attendees during their conversations. For example, you could qualify A leads as those that express an immediate or critical need for the current year or quarter, along with those that are in the RFP or procurement process. Your B leads might use terms such as analysis, competitive review, updating, and transitioning to describe their purchasing plans for the next year or the next quarter. And C leads may indicate they're in the information-gathering stage and they're looking to see what's new.

Determine your system

Once you've established criteria to qualify leads, you need a system flexible enough to capture both the anecdotal and explicit data, and one that will assist you in lead follow-up and tracking. There are an infinite variety of systems available to manage this information. Some are low tech and require only a piece of paper, a pen, and people to manage the data.

Sample Lead Card

Show: _____ Date: _____

Prospect name: _____

Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Problems to solve/Needs that exist: _____

Product and/or service presently using: _____

Products and/or services of interest: Product A Product B Product C

Quantity considering: _____

Level of interest: excellent good fair poor hard to assess

Decision-making influence/process: sole decision-maker group decision
 committee influencer none Other: _____

Purchasing time-frame: immediate 1 month 3 months 6 months
 other: _____

Extra observations/comments: _____

Booth representative: _____

Most show organizers make high-tech lead management systems available to their exhibitors. At registration, attendees receive a card embedded with their data collected during the registration process (including name, company, address, telephone, fax, e-mail and some demographic data). Exhibitors then rent a device that reads the cards and collects the information.

(e.g. CompuLead: <http://www.compusystems.com/lead-management.php>)



The key is to determine the type of lead-management system that's compatible with your company, both technologically and culturally. For example, if you don't typically work with tablets, don't force yourself to use them for lead gathering. Opt instead for more low-tech methods, such as a paper lead form or a simple badge scanner. However, if your company offers high-tech products with a cutting-edge brand aesthetic, a pad of lead forms and a No. 2 pencil isn't likely the best option.

B and C Nurturing

With sound criteria and a lead-management system in place, you can easily follow up with them immediately following the show. The question then becomes: What do you do with the B and C leads collected in your booth?

Simply put, you don't discard them. You establish ongoing communication and provide information that's relevant to their needs. And at the very least, you invite them back to the booth again the next year so you can requalify them and hopefully move them from the B and C stacks to the A team, assuming their needs, budgets, or purchasing timeframes have changed.

At the Show

You can easily get lost and confused in the hustling and bustling crowd at a large, national trade show. Here are some tips to make your show experience better.



Setup Day

Make sure that you observe the exhibitor setup date and times. If possible, plan to arrive in the show's city the day before setup begins in order to run your errands (e.g. shopping for booth supplies, etc.) or to allow for possible travel delays.

Rookie tip



Bring a pair of scissors or a box cutter with you to the show. Otherwise, you won't be able to get the shrink wrap off to get to the box cutter that you carefully packed without thinking about how you were going to get to it. It's a classic rookie mistake about which your neighbors will secretly laugh while they hand you their scissors from their briefcase or purse.



Check in

Arrive at the show on setup day at the beginning of setup hours. This gives you plenty of time to deal with any potential issues that may arise during setup.



Upon arrival at the show, check in:

1. **At Exhibitor Registration.** You should have pre-registered your booth staff for badges. Bring that paperwork to the Exhibitor Registration area to collect your badge to gain access to the show floor. Make sure to have business identification with you, such as your business card, just in case it is required for picking up your badge. NOTE: Keep this badge with you at all times. You will not be granted access to the show floor without it, and you could get removed from the show floor if you walk around without it (e.g. during a quick trip to the bathroom).
2. **At your booth.** Make sure the items you ordered, such as tables, chairs, signage, carpet, electrical, etc. have arrived. If not, see the "Murphy's Law" section.



3. **With your freight.** If your freight is not already in your booth, check in with the General Service Contractor's show floor manager to make sure it has arrived and is ready for delivery to your booth. The manager may also be able to give you an estimate as to what time your freight may arrive in your booth. See the "Murphy's Law" section for advice if your freight is lost.



Temperatures

The temperature inside the exhibit hall during move-in could be very cold or hot depending on outside weather conditions. As much as we try to control the temperature, with the freight area open, it becomes a difficult task. Please check the weather conditions prior to your arrival and pack appropriately. During show days and hours, the temperature will be kept at a comfortable level.



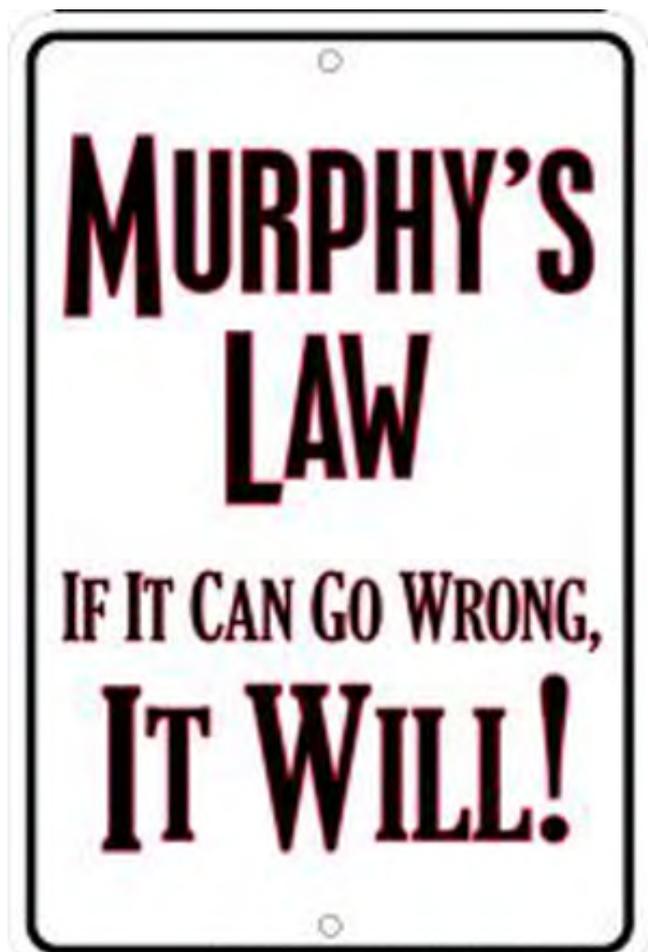
On-site floor managers

Floor managers, your primary resource on-site, are assigned portions of the hall to assist exhibitors in their sections with anything.



Murphy's Law

As Murphy's Law suggests, if it can go wrong, it will. This is true for trade shows, too, but a well-organized trade show manager can plan ahead for any type of issue.



Keep a Paper Trail

Keep copies of all contracts, payment confirmations, orders, and change orders and bring them with you to the show. This paperwork can be a lifesaver on show site when things aren't happening according to your order. You can also use it to audit your invoices and catch erroneous charges, which happen more often than you may expect. In addition to paperwork, always have contact numbers or e-mail addresses where you can reach your vendors at all hours with you on site, since it seems like show-related problems arise at the most inopportune time.



<http://www.exhibitoronline.com/topics/article.asp?ID=828&catID=31#.UdMp9hinA0>

Lost Freight

Lost freight is one of the most common trade show disasters. Lost freight is a case where Murphy's Law almost always comes into play: Freight seems to disappear after normal working hours, on a weekend, or right before the show. So always get after-hours phone numbers for your shipping agent, your carrier's dispatch, and, if possible, your driver. Also make sure you know the tracking number for your shipment, so you can help your freight carrier find it quickly.



On site, check with the service desk and the freight supervisor for your area of the hall to find out if your freight has been delivered. If it has been delivered and you still don't have it, enlist the help of a floor manager, who can help you locate freight that was accidentally delivered to the wrong booth space.

Plan special procedures for shipping irreplaceable items, even if it means hand carrying them to the show and shipping your clothes.

Review your insurance coverage (including under what circumstances your exhibit materials are covered, the deductibles, co-pays, and limits of coverage for your policy), and insure your property adequately. Also ask your insurance rep what documentation you need in the event of a claim so you know what information you'd need to be compensated in the event you would need to file a claim.

<http://www.exhibitoronline.com/topics/article.asp?ID=373&catID=91#.UdM05thinA0>

Here are some suggested steps for tracking down freight lost on the trade show floor:

<http://www.exhibitoronline.com/topics/article.asp?ID=362&catID=91#.UdNDENhinA0>

Damaged Graphics

Skewed, chipped, bent, or even lost graphics have been the source of numerous panic attacks on the show floor. Luckily, technological advances are making it easier to reproduce ruined graphics (or at least create passable replacements) on the fly.



Always have your graphics designer put all show graphics on a CD that you have in your possession at the show in case you need to reproduce or change them on site.

Know who in a show city can produce last-minute graphics, such as the show's general services contractor or a 24-hour printer such as Kinko's. Consider making a list of such places for each city you regularly exhibit in - or ask your graphics supplier to compile a list for you.

Spend the extra money on sturdy shipping cases made of durable plastic or wood, and use lots of bubble wrap or packing peanuts to protect your booth graphics and signage.

<http://www.exhibitoronline.com/topics/article.asp?ID=373&catID=91#.UdM05thinA0>

No Booth

Let's face it, things happen. Perhaps your booth did not arrive on time or it arrived so severely damaged that you can't use it. If there isn't enough time or funds to rent a whole new set up, there is no need to stress out.



Check out these back-up plans. For small size booths (20x20 or less), have fun with it and just state the obvious!

- Create a sign on your computer and take it to the nearest fast turn-around sign shop. You could say something like... "Please excuse the lack of decoration and display. However, WE ARE HERE FOR YOU!" "Booth didn't make it but WE did! Please come in."
- Of course, you may need to rent a counter or two and some stools. You can easily order from the show's general contractor.
- Be sure to request the standard 77" wide company name sign that comes with each booth if you can't afford larger company logo signage.

No Graphics

Your graphics show up not quite how you envisioned. They arrive damaged or in the wrong size, wrong color, wrong wording or with the wrong images.

First and foremost, ALWAYS carry a soft copy of your graphics. Keep the copy separate from your shipment as well as your computer. Having a portable drive of all your graphics, allows you to work with the show's general contractor or a local fast turn-around sign shop to create all new graphics. While, you may have to adjust sizes and materials, it's better than nothing.



<http://www.parallelic.com/murphys-law/>

Commercial Liability Insurance

It is common for show management to ask exhibitors to have a commercial liability policy in place to cover bodily injury or property damage when the insured is legally responsible.



But some show managers have figured out that mandating the purchase of a stand-alone corporate liability insurance policy (through a broker with whom they have a relationship) is a revenue generator for the show. The booth-space contract's terms and conditions can mandate that an exhibitor purchase insurance in an amount (and from a vendor) designated by show management.

There may be requirements for policies between \$1 million and \$2.5 million that must name the association or organization running the show, the show manager, the show manager's parent company, the GSC, and the show venue as additional insured parties.

http://www.exhibitoronline.com/topics/article.asp?ID=841&catID=91#.UdNE_9hinA0

Security

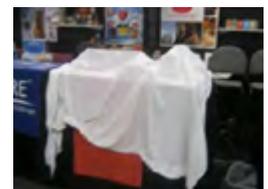
Is there security provided for my booth? From the first day of move-in through the last day of move-out, there is 24-hour perimeter badge-checkers for the exhibit floor. This level of security is intended to control the access of people and material to and from the exhibit halls in a safe and



organized manner. It is not intended as individual security for your booth and materials. Please remember that the Convention Center is a public building to which hundreds of individuals have access – let alone the number of individuals involved in the shipping of your materials to and from the exhibition, setting up and tearing down displays.

Therefore, it is critical that exhibitors work closely with Exhibition Management in making every effort to safeguard their investment in the exhibition. Be security conscious at all times during your stay. Do not leave items of value in your booth overnight during the installation period or exhibition days without taking security precautions. Exhibitors can order overnight booth security from the security vendor. Remember that the security of your product is your responsibility – don't take chances!

To discourage looting after show hours, consider covering your table with a sheet. This is only a deterrent, so please do not leave items of value in your booth overnight.



Keep your valuables (laptops, briefcases, purses) with you at all times during the show, including tear-down. Do not leave personal items unattended in your booth.

Show Days

The following are tips from trade show veterans for the days of the show.



Clothing

Most trade shows take place in climate-controlled buildings, so weather-appropriate clothing may not be necessary. The clothing you wear for the show should be consistent with your company image while still providing comfort for standing for long periods of time and walking long distances in the exhibit halls. If appropriate to your company's image, consider having clothing made that promotes your company, such as a t-shirt with your logo on the front and back, so that as you walk around the show floor, you're continuing to promote your products.



It may be useful, too, to have extra clothing just in case of spills or other accidents.

Literature & Giveaways

The tendency for first time trade show exhibitors is to err on the side of more is better. Offering buyers expensive catalogs, wordy brochures, and fancy giveaways is the way the big guys do it, right? Maybe so, but their marketing budgets probably are not as tight as yours. Truth be told, genuine, qualified buyers do not need loads of materials to take home, nor do they need fancy tokens by which to remember your company. Here are some tips for literature and giveaways that should help minimize your show marketing budget.



Guidelines for Sales Literature

- Realize that literature doesn't sell — people do!
- Limit literature to qualified prospects.
- Use literature to enhance a conversation.
- Appreciate that just handing out literature is a barrier to conversation with the prospect.
- Avoid handing out expensive literature. Integrate your company's entire message in one low-cost, targeted brochure or a one-page flyer. Then hand deliver or ship out the more expensive, targeted materials/samples, CDs, etc. no later than seven days after the show.
- Know that 64% of literature handed out at shows is thrown away.

Consider the following cost-saving options:

- Eliminate literature. Paper is heavy, and lugging it to the show and your booth is expensive. One exhibitor suggests, "cut your shipping and drayage costs by putting your literature on a branded USB drive."
- Limit literature. If you can't eliminate it altogether, at least decrease the volume you use. The scarcity of your literature increases value so you make sure the literature gets into the right hands. Take the quantity you expect to use and cut it in half! <http://www.exhibitoronline.com/topics/article.asp?ID=641&catID=22#.UdM75NhinA0>

Guidelines for Give-aways

- Get some qualifying information from the visitor before handing over a gift.
- Have the visitor do something in exchange for a gift.
- Use the gift as a “thank you” token for stopping.
- Avoid leaving gifts out for just any passerby — it lowers the perceived value of the gift.
- Be sure that the give-away complements your business (e.g. don't give away pens from China if one of your products' selling points is that they are made in the USA).



http://www.exhibitoradvantage.com/ft_handbook.asp

Video: How to Use Trade Show Giveaways



Susan Friedmann, CSP
The Tradeshow Coach

<http://www.youtube.com/watch?v=6KmRqMjqZBo>

Press Kits

Use press kits to get hard news about your company and products to the media. Most shows offer a pressroom on-site. Contact your show's marketing department to confirm. Bring enough kits for the pressroom and your booth.

The kits should include:

- Press releases
- Photos with captions
- Your company logo
- Supporting literature
- A technical specifications list
- A business card or contact information

http://www.exhibitoradvantage.com/ft_handbook.asp



Using Social Media at the Show

Review this graphic for ideas using social media at the show.

SHOWTIME

Now it's time to make a lasting impression with attendees. To stand out among a sea of exhibitors, keep the momentum going by following this protocol:

- Twitter**
Engage in conversations, create topics and answer questions. Also play games with followers; "The first 30 people in 30 minutes at our booth receives a prize!"
- SMS Messaging**
Provide a number people can text to receive links to free promotional material. Add social media links as well!
- Facebook**
Follow along on your event page and engage in conversations.
- YouTube**
Record the event and post on your YouTube channel and blog.
- Mobile/ Tablet**
Get people to interact with your brand and allow them to access extra content with your mobile event site or app.
- Tumblr and Flickr**
Take photos during the show and upload them to Tumblr, Flickr, and your blog. Be sure to not post all your photos at once and to save some for your post-show wrap-up.
- Blog**
Provide live updates throughout the show - impressions, reactions, etc.
- Wi-Fi**
Have closed loop wi-fi at your booth so people will stay around a while.
- LinkedIn**
Promote your event to groups your audience participates in.
64% agree that LinkedIn helps develop new relationships and grow new business.
- Google+**
Start a Google+ video chat room to cover the event for those not able to attend.
- QR Codes**
Use QR codes to allow people to download a free white paper or connect to your social networks, website or blog.

72% of US Fortune Global 100 companies are responsive to questions on Facebook.

Social Use
How Fortune Global 100 companies are using social media at events.

- 77% Twitter
- 61% Facebook
- 57% YouTube
- 36% Blog

<http://www.incidisplay.com/blog/2012/03/social-media-trade-show-marketing/>

Sampling

If you are sampling food products at the show, or if you are providing food items as giveaways, here are some common requirements:

Cooking

If you're cooking samples for customers, most trade shows require that your cooking surface be kept out of reach of the public, in order to prevent burns and contamination. This means you might have to make room for a prep table at the back of your booth.

Most shows won't allow open flame, so you must figure out another way to cook your product. Whatever method you choose, it is still a good idea to have a fire extinguisher within reach.



You'll also need a system for holding the food at the safe temperature for consumption. If your product needs to stay hot, rent a warmer system; if your product needs to stay cold, plan to keep it on ice or in a refrigerator, etc. Cold foods must be kept at or below 41° F refrigerated [or on ice]. Hot foods must be maintained above 135° F.

Serving

Food may not be served from a "common bowl" unless tongs are used to distribute the food. We suggest compostable single-serve cups, toothpicks and single napkins.

You must provide protection of open food sampling [i.e. unpackaged crackers, chips, dips, drinks, etc.]. All unpackaged foods on display must be protected with a sneeze guard shield or plastic covering that is rigid, semi-permanent, and provides adequate protection.



All food samples should display a label with its common name and ingredients.

Sanitation

Even if gloves are used, a hand-washing kit is still required. The sole use of a waterless hand sanitizer may not comply with health department regulations.

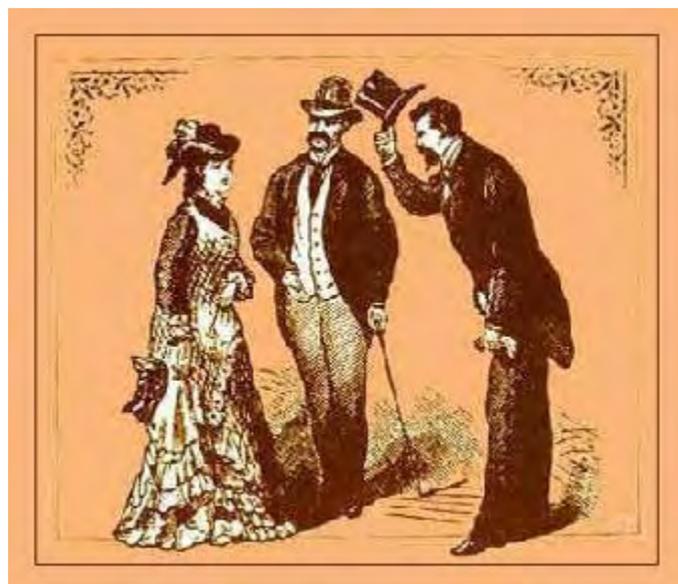
The Health Department may ask you to cease sampling operation at your booth if you do not meet their requirements.



To clean utensils, use the provided clean-up area, not the bathroom.

Booth Etiquette

Often, in their zeal to entice customers, or out of ignorance, first timers breach booth etiquette. Most of the time, exhibitor rules outlined in the exhibitor services manual will help you follow proper etiquette. Additionally, if you follow the Golden Rule, you should be fine.



However, just in case, here are some tips for you to consider.

- During setup. Make sure that your booth materials are not impeding walking and delivery traffic, your booth items are secure and not falling into adjacent booths, and you are limiting your working space to your own booth. Additionally, make sure you show up on time to setup; if you're still setting up when the show starts, it can make your neighbor's booths less attractive to buyers (not to mention yours!).
- During the show. Show up during show days on time. Do not stand in the aisles trying to attract or pull in customers. Keep your person and exhibit within your booth space. You should wait until a buyer crosses into the plane of your booth and

shows interest in your booth. Do not engage and distract buyers from neighboring exhibitors. Don't go out on the show floor during slow times and "go shopping" for free stuff or lunch. Other exhibitors will not appreciate it when they see on your badge that you're not a buyer while you're standing there eating their samples meant for buyers.

- After the show. Do not begin dismantling your display or packing your product until the show officially ends. This is unfair to your neighbors and the buyers who are still at the show; sales are still made the last hour of a show. Also, as you're leaving the show floor, don't give in to the temptation to loot from other exhibitors who have left product unsecured as they are packing up.

At the end of the show

The end of the show begins a frenzy of thousands of exhausted people who want nothing more than to get out of there as quickly as possible. Throw in a few forklifts zooming around, and you have quite the chaos! Here are some tips for safely navigating the end.

Review invoices

Your service invoice(s) will be delivered to your booth at some point before the show closes. Review all your invoices at the show, checking to make sure your inbound weight was correct and that you weren't charged for any equipment, services, or supplies you didn't order or receive. Questions are always easier to resolve while people are still there and memories are fresh. If there are issues, talk to the General Services Contractor representatives.



Packing & Shipping

1. **Cull.** First, decide what is worth getting packed up and shipped home. Are your 100 copies of show-specific sales materials worth their weight in shipping? If it's not worth shipping home, then leave it on your table top as fodder for the looters or as garbage or recycling. If you can carry it out of the show in your arms in one trip, then you could consider bringing it home in your luggage or shipping it home via UPS or FedEx from your hotel. Don't forget to empty the product out of your additional exhibit space (e.g. New Products Showcase, etc.).



2. **Pack.** Whatever is worth shipping home should be boxed up and placed on your pallet. (Let's hope that you were able to store your pallet and empties in your booth, or else you'll have to sit and wait for those to be delivered to your booth. Let's hope you brought some comfortable shoes and snacks, because it could be a while.) Make sure the boxes are sturdy and don't protrude from the edges of the pallet. Be sure, as you're packing up, that you keep your body and items within your booth space, in order to stay out of harm's way as other exhibitors and forklifts zoom by.
3. **Label.** Keep aside the pre-printed shipping labels that you brought from home or received from your freight carrier or that you procured from exhibitor services to use their freight carrier (sometimes referred to as "pre-printed outbound material handling"). NOTE: For first-timers, it may be worth paying a little bit more to hire the show's freight carrier to get your shipment home, saving you the time and confusion of working out the logistics on your own.
4. **Wrap.** Shrink wrap the entire shipment, being sure also to secure the shrink wrap to the pallet. Watch this video to see how it's done: <http://www.youtube.com/watch?v=mRZtdzPDnF8>. The demonstrator makes it look easier than it is, but you'll get better with practice. Affix your shipping labels, one on each side. If you're worried about the labels falling off, wrap one more layer of shrink wrap around to secure them in place, making sure that the shipping information is still viewable through the shrink wrap.

Turning In

Once you're all packed up and ready to go, you are ready to hurry up and wait at the exhibitor services area. This could take 15 minutes to an hour, depending upon your timing and the length of the line ahead of you.



1. **First, return your lead retrieval machine (e.g. CompuLead),** if you got one for the show. Don't forget to retrieve the memory stick or electronic leads before you surrender the machine! Also, be sure to get a receipt indicating your return of the equipment, just in case.

2. **Next, get in line at the exhibitor services desk in order to turn in your outbound material handling form.** (See the example on the next page.) This form lets the show contractors know what and how you're shipping items home. **DO NOT** neglect to turn this form in; if you do, they can "force" your freight home at a very expensive rate.

Transportation

Plan ahead for how you will return to your hotel after the show ends. Typically, everyone exits the show at the same time, creating traffic jams if you're driving your own vehicle, overloads on public transportation, even lines to cross the street! Consider parking a few blocks away from the trade show on your last day, or maybe walking a few blocks and having dinner before you try to get your car out or catch the bus. Some hotels do offer free shuttles from the show, and those lines might be a bit long, but they might be worth the wait. In any case, plan ahead, and prepare for waiting.



After the Show



What you do after the show is just as important as all of the careful planning and execution you did before and at the show.

FREEMAN

13101 Alameda Rd.

Houston, Texas 77045

Ph: 713-433-2400 • Fax: 713-433-9441

FreemanHoustonES@freemanco.com

OUTBOUND MATERIAL HANDLING AND SHIPPING LABELS



Offshore Technology Conference
Reliant Park • Houston, Texas, USA
4-7 May 2009

NAME OF SHOW: _____

COMPANY NAME: _____ BOOTH #: _____

CONTACT NAME: _____ PHONE #: _____

E-MAIL ADDRESS: _____

For Assistance, please call 713-433-2400 to speak with one of our experts.

For fast, easy ordering, go to www.myfreemanonline.com

EVERY OUTBOUND SHIPMENT WILL REQUIRE A MATERIAL HANDLING AGREEMENT AND LABELS. WE WOULD BE HAPPY TO PREPARE THESE FOR YOU IN ADVANCE AND WILL DELIVER THEM TO YOUR BOOTH AT SHOW SITE TO REVIEW AND SIGN. TO TAKE ADVANTAGE OF THIS SERVICE, PLEASE COMPLETE AND RETURN THIS FORM.

SHIPPING INFORMATION

FROM: SHIPPER/EXHIBITOR NAME: _____

BILLING ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

SHIP TO: COMPANY NAME: _____

DELIVERY ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE#: _____ ATTN: _____

SPECIAL INSTRUCTIONS: _____

METHOD OF SHIPMENT

PLEASE CHECK DESIRED METHOD OF SHIPMENT BELOW

FREEMAN EXHIBIT TRANSPORTATION

- 1 Day: Delivery next business day
- 2 Day: Delivery by 5:00 P.M. second business day
- Expedited
- Deferred: Delivery within 3-4 business days
- Standard Ground
- Specialized: Pad wrapped, uncrated, or truckload

OTHER COMMON CARRIER _____

OTHER VAN LINE _____

OTHER AIR FREIGHT _____

Next Day Second Day Deferred

CARRIER PHONE # _____

DESIRED NUMBER OF LABELS: _____

Once your shipment is packed and ready to be picked up, please return the Material Handling Agreement to the Exhibitor Services Center.

Verify the piece count, weight and that a signature is on the Material Handling Agreement prior to shipping out.

SHIPMENTS WITHOUT PAPERWORK TURNED IN WILL BE RETURNED TO OUR WAREHOUSE AT EXHIBITOR'S EXPENSE.

Freeman will make arrangements for all Freeman Exhibit Transportation shipments. Arrangements for pick-up by other carriers is the responsibility of the exhibitor. During exhibitor move-out, when time permits, Freeman will attempt a courtesy phone call to your carrier to confirm the scheduled pick-up.

FREEMAN outbound shipping

The Show

Video: The Importance of a Trade Show Lead Follow-up Plan



Susan Friedmann, CSP
The Tradeshow Coach

<http://www.youtube.com/watch?v=Kblbwf8w9qk>

Follow-Up — Turning Leads Into Sales!

Plan for your post-show follow-up and put all the pieces of your plan in place before you leave for the show. Studies reveal that 80% of exhibitors do not follow up, so take your competitors' customers and increase your show's ROI!



Sort your leads according to their business potential (A, B, or C leads) or type of information requested. Hold your staff accountable by requiring a written record of each lead's status. Contact your show's registration contractor or ARI for time- and cost-effective ways to sort and follow up on your show leads.

Research also shows that 50% of attendees who passed your booth without stopping nonetheless took away an impression of your exhibit. Keep show information on your Internet site for three months after the event.

http://www.exhibitoradvantage.com/ft_handbook.asp

Methods

Here are the methods for following up with trade show leads.

- Phone calls – One of the first steps to ensuring successful follow-up is re-qualifying leads over the phone. Studies have shown that Thursdays and 8-9 a.m. are the best timeslot and day of the week for qualifying leads. In second place time-wise is 4-5 p.m., while Fridays and 1-2 p.m. show the worst results.



- Lead-nurturing email campaigns – Depending on their qualifications, some of your leads might be good candidates for an email campaign. Cooler leads who might not be immediately ready to make a purchase usually fit in this category.



- Social suggestions – Include a request to like your business on Facebook or follow you on Twitter as part of your follow-up message. It is a simple way to engage and keep up with prospects who prefer this medium to traditional channels.



Follow-up Suggestions

The following are some suggestions to help your lead follow up be as effective as possible.

- Do Personalize the Follow Up – With the growth of marketing automation, it's easy to fall back on just creating workflow and automatic responses for prospects who click an email link or download a document. Email has become so pervasive that generic responses are almost worse than no response at all, as they provide no value, incentive, or compelling reason to respond. Here, for example is what to avoid: "I hope you received my previous email. Let me know if you have any questions or require any further information. If you feel I should talk to someone else in your organization in regards to this, I would appreciate it if you forward this email to the right person."
- Do Connect with Your Lead – Social media is a great way to connect with a lead. See if the person is on Twitter, Google+, or LinkedIn. If they are on LinkedIn, look to see what groups they belong to and see if they've commented on any specific issues or blogs.
- Do Research Your Lead – In addition to social media sites, do a Web search on your lead. Then tie the information you find back to the follow up. This extra step shows you're taking the time to connect, and that you're no auto-responder.
- Do a Multi-Channel Follow-up Communication Plan – If you can, use various spoken and written approaches. I suggest email, phone, and voicemail for sure, but it's also worth mixing in connecting or linking on social media sites, as previously mentioned. One word of warning: make your online presence known; don't be a stalker.
- Do Test, Test, Test and Track – Each target market and potential buyer is different, and they will respond differently in a given market or territory. Test different ways to respond for each segment. Just make sure you track the effectiveness of the responses to see which ones work best in which circumstance.

- Don't Over Follow Up – This point bucks the conventional wisdom. "They" say it can take up to seven to 12 contacts to close out a lead. In my humble opinion, if someone hasn't replied after four or five touches, move on. Just do the math. Let's say a C-level executive has 20 people calling on her/him, and each follows up 10 times, on average.



That is 200 pieces of communication. Even if you're personalizing the communication down to the name of her dog, and providing great insight and data along the way, if she's not ready to buy what you're selling, you're spinning your wheels – and potentially wearing out your welcome. I had someone call five times and send five emails over just eight business days; that is a lot of time spent on a non-qualified lead. Ideally, according to your multi-channel communication plan, you would send a follow-up email, call and leave a message, and connect on LinkedIn. Then try one or more follow-up emails and, if you must, one more call. If there's no response, it's time to move on. But even when you stop contacting them, there should be a longer-term nurturing plan in place, so send a goodbye message before walking away. In many cases, I was able to get a response from my goodbye.

- Don't Pounce on Responses – Try not to pounce on leads immediately (key word: immediately). Give them some time to breathe. Think about how many times you have gone into a retail store and within 30 seconds someone asks if they can help you, before you have had any time to look around. But don't wait too long to respond. According to the Harvard Business Review, companies that contact potential customers within an hour of receiving queries are nearly seven times as likely to have meaningful conversations with key decision makers as firms that contact prospects even an hour later. You definitely want to be speedy in your response; just don't pounce.
- Don't Deviate from Your Lead Criteria – It's easy to stretch your lead criteria occasionally, especially when a lead looks OK at first glance, the pipeline is a little low, or the quarter is light. However, try to maintain discipline regarding lead criteria. Good follow up takes a lot of time, and you want to try to alleviate wild-goose chases.

- Don't Product Pitch – This relates to the "Do" suggestion on personalizing the follow up. Too often I get emails that don't acknowledge or relate to my interests; they just jump right into a company or product overview. Follow-up communications have to have some sort of hook in them that reference why you are following up.

- Don't Send Out the Same Follow-up Email as the Initial Campaign – You would be surprised how many follow-up emails are exactly the same as the initial campaign, with just a few changed words. That's plain lazy.

- Don't Just Leave a Phone Message to Call You Back – Two things sales people do consistently is leave me messages without explaining who they are or why it's important for me to call them back.
- Don't Mess up your Email Response Code – This may seem a no-brainer, but 20% to 25% of the follow-up email responses I get have incorrect codes for a merge.
- Don't Send out Duplicate Responses – Many marketing automation tools have de-duping capabilities to knock out duplicate responses. Make sure your marketing automation tool has de-duping capability.

<http://blogs.richardson.com/2013/07/19/some-dos-and-donts-for-better-lead-nurturing-and-follow-up/>

IMPORTANT STEPS TO TAKE AFTER THE TRADE SHOW

The first few weeks after the show are crucial. Below are some simple steps to help follow up with clients and help your business grow. The show is half the work, now it's time to follow through.

CONTACT LEADS

COLLECT FEEDBACK

MAINTAIN BUZZ

ARCHIVE CONTENT

80% OF EXHIBITORS DO NOT FOLLOW UP ON SALES LEADS THEY COLLECT AT TRADE SHOWS

45% LESS MONEY TO CLOSE A SALE FROM A TRADE SHOW THAN FROM A DIRECT FIELD SALES CALL

ACCUMULATE SEO POWER
Update registration page, link to articles about the show, and link back to your website.

CONTACT LEADS
Make initial contact soon after the show, (first two weeks after event) make them a priority.

ARCHIVE RESOURCES & CREATE NEW CONTENT
Generate content about trade show experience. What was successful? What needs work for future?

MAINTAIN BUZZ
Continue on social media, monitor hashtags and answer attendee questions, even months later.

<http://www.marketcaps.com/blog/wp-content/uploads/2012/12/After-the-trade-show.jpg>

Timing of Lead Follow-up

It seems like more exhibitors today place a high value on immediacy. They're sending follow-up emails and product-related communications immediately after the trade show closes or even the minute the attendee leaves the booth. While some attendees appreciate the instant attention and are eager to get their hands on the product information you're sending, others will completely ignore all noncritical emails while they're away from the office attending a show. And once they return to the office, they may simply disregard your communication altogether, now that it has likely made its way to the bottom of their inbox queue.



The point is, immediacy isn't always the best fit for your audience. In fact, a double whammy of at-show and post-show communication is probably best to ensure that you're reaching both types of attendees, i.e., those that demand immediate attention, and those that prefer more delayed gratification.

So send customers and prospects an email during or immediately following the show. But then wait until the week after the show, when attendees have sufficiently settled back into their offices and cleaned out their email inboxes, to send (or resend) your communication. While the double-whammy system will likely take a bit more time and effort on your part than a single follow-up missive, you'll likely get double the results.

<http://www.exhibitoronline.com/topics/article.asp?ID=1347&catID=31#.UdMn6dhinA0>

Lead Persistence

For too many exhibitors, tradeshow lead follow-up means sending out literature, making a phone calls and an email, then, if the prospect doesn't respond quickly, giving up. This is in sharp contrast to what the highly successful exhibitor does. The real purpose of a good lead management process is to be there when they buyer is ready to buy, not just when you are ready to sell. This means having time perspective when it comes to lead follow-up. Just because a buyer isn't ready today, does not mean that they won't be ready next month, next quarter or even next year. Companies who design their lead follow-up programs with a longer time perspective, not only build the best sales relationships, but also end converting a lot more leads to sales.



Here are 4 tips to help your company be there when the buyer is ready to buy.

1. **Continue qualifying throughout the lead follow-up process.** Don't assume the person you are contacting is the right person. Often a booth visitor may exaggerate their buying influence. As you continue your follow up be sure to continually attempt to identify the entire decision team.
2. **Clarify what stage of the buying process the project or opportunity is in.** Buying processes goes through several stages from recognition of a need, to identification of various methods to address the need, to identification of the best method to address the need, to identifying vendors with solutions, to identifying the vendor with the best solution. By determining what stage of the buying process the opportunity is your follow-up efforts can focus on providing the right information for the stage of the buying process they buyer is in.
3. **Don't just sell, inform, educate and lead.** Sometimes we need to help buyers recognize the need. They may know that they have a problem, but the ramifications of the problem aren't compelling enough to cause them to take action. By education buyers about the implications of a problem we can increase the desire to address the problem.
4. **Never give up!** If you have determined that this customer has a problem you can solve, decide to keep in touch until they either tell they are going to do business with you or they tell they will never do business with you. Whether it takes a month, a quarter, a year or even longer, the rewards will be well worth the effort.

<http://goo.gl/L7CnE1>

Post-Show Social Media

Many exhibitors neglect post-show social media because of the exhausting amount of work they did before and during the show. But it's not break time, yet! Here are some tips on post-show social media.

POST-SHOW

The show may be over... BUT the engagement must go on! Turn event followers into clients with these final tactics.



Facebook

Create a post-show Event page sharing a recap of the event and allowing others to post thoughts on the topic.

Repurpose

Evaluate conversations, comments and questions from Twitter, Facebook, Google+ to get topics for upcoming blog posts. This is your chance to show the audience they've been heard!



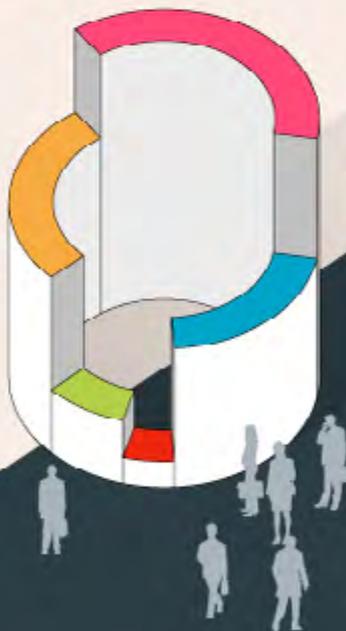
Twitter

Measure your results of influence and the number of followers obtained. Be sure to continue to engage in conversations.

Follow up or else!

337 respondents from a trade show were asked their reaction for when an exhibitor fails to follow up:

- 127 negative to exhibitor
- 87 very negative to exhibitor
- 75 neutral
- 31 negative to event and exhibitor
- 17 very negative to the event and the exhibitor



White Paper

Releasing a white paper for attendees to download that recaps the event. This is a good way for people to become familiar with your brand and voice. Be sure to include sharing options for the white paper so your voice will be able to reach a wider audience.

Blog

Recap the event through the use of unused photos, white paper, YouTube videos, recorded video chats, etc.



IN 2011, 60% OF SMARTPHONE OWNERS DOWN-LOADED A SOCIAL NETWORKING APP.

Increase your client base and fan base by making social media an extension of your company's next trade show exhibit.

Post-Show Evaluation

Within a week after the show, make notes on what happened and the show and on ways to improve your company's ROI at the next trade show. Think about:

- Prospects' buying needs and plans
- New leads captured
- Sales made
- Effectiveness of advertising
- Effectiveness of special promotions
- Impact of your booth size, layout and staffing

http://www.exhibitoradvantage.com/ft_handbook.asp

Don't judge a show from one attempt. Most shows have thousands of attendees. It is virtually impossible to meet all of your prospective clients at one event. If the attendees at a show match your customer profile, you should commit to at least three consecutive exhibits before making any judgment on the show's value to your company. You should commit to at least three consecutive exhibits before making any judgment on the show's value to your company. If you have brought a good-quality product or service to the right show and are doing all the right things, there is no way you can fail.

http://www.exhibitoradvantage.com/ft_handbook.asp

EVALUATING YOUR TRADE SHOW SUCCESS

After all your hard work preparing, participating, and following up with clients for the trade show, take time to evaluate your success. Ask yourself these key questions to help measure your growth.

1 Do you have **new customers**?

77%

OF QUALIFIED ATTENDEES AT EVENTS ARE POTENTIAL
NEW CUSTOMERS FOR EXHIBITING COMPANIES

2 What is the **life cycle** of event registrants?

3 Do you have **new leads**?

4 Do you have more direct and organic **traffic** to your website?

5 How are your **social media analytics**?

<http://www.nwcdiplays.com/blog/wp-content/uploads/2012/12/After-the-trade-show.jpg>

Helpful Resources



You have a great head start now! As you run into new opportunities or issues, reference the following helpful resources:

- Exhibitor Magazine: <http://www.exhibitoronline.com/topics/>
- Trade Show Advisor: <http://www.trade-show-advisor.com/>
- The Trade Show Coach: <http://thetradeshowcoach.com/>
- The Hill Group podcasts: <http://www.hillgroup.com/podcast.html>
- The Trade Show Teacher: <http://www.exhibitcitynews.com/category/columns/the-tradeshow-teacher/>

Glossary of Terms



See the following glossary of common trade show terms, or view online:

<http://goo.gl/pM7Hdb>

A

Advance Mailer - Promotional literature sent to prospective attendees prior to an event's opening.

Advance Order - An order for show services sent to the service contractor before move-in and usually less expensive than an order placed on site.

Advance Rates - Fees associated with advance orders, which typically include discounts when paid in advance.

Advance Receiving - Location set by show management to receive freight before the start of the show. Freight is stored at this location and then shipped to the show at the appropriate time.

Advance Warehouse - Location set by show management to receive freight before the start of the show. Freight is stored at this location and then shipped to the show at the appropriate time (Synonymous with Advance Receiving).

Agent - An individual authorized to act on behalf of another person or company.

Air Freight - Materials shipped via airplane.

Air Ride Shipment - The safest, smoothest ride made possible by two or four air bags located at the rear axle of the trailers, tractor and/or fifth wheel as opposed to spring ride (Also called Van Shipment, Air Ride).

Air Walls - Movable barriers that partition large areas. May be sound-resistant, but not necessarily sound-proof.

Aisle - Area for audience traffic movement.

Aisle Carpet - Carpet laid in aisles between booths. Color to be determined by show management.

Aisle Signs - Signs, usually suspended, indicating aisle numbers or letters.

Arm Lights - A light with an extended arm, typically clamp-on style.

Assembly - The process of erecting display component parts into a complete exhibit.

Assigned Broker - A broker that is assigned to handle the freight for an exhibitor for an international shipment.

Attendee - A visitor to the exposition, a potential buyer or customer.

Audio Visual - Equipment, materials and teaching aids used in sound and visual (Also called AV).

Authorized Signature - Signature of a person who is authorized to execute a binding legal agreement.

AV - Audio/Visual support such as television monitors, sound systems, projection systems, VCRs or taped music.

AV Contractor - A supplier of audio/visual equipment and services. (Also see AV)

B

Backloader - Truck that loads from back-opening door.

Backwall - Panel arrangement at rear of booth area.

Backwall Booth - Perimeter booth.

Badges - A form of identification; every exhibitor and attendee must wear a badge when on the show floor.

Baffle - Partition to control light, air, sound, or traffic flow.

Banner - A suspended decorative or communicative panel, usually a vinyl or cloth structure.

Bill of Lading - A document that establishes the terms of a contract between a shipper and a transportation company under which freight is to be moved between specified points for a specified charge (Also referred to as a Packing List or Waybill).

Blanket Wrap - Uncrated goods covered with blankets or other protective padding and shipped via van line. (Also called Pad Wrap)

Blister Wrap - Vacuum-formed, transparent plastic cover.

Blueprint - A scale drawing of booth space layout, construction and specifications.

Bobtail - A term used for a vehicle that is truck and trailer combined. U-Haul and Ryder trucks are in this category. Typically less than 24 feet of box.

Boneyard - An area used to store exhibitors' packing materials, decorators' extra furniture and any other equipment not being used during show hours.

Booth - A display designed to showcase an exhibitor's products, message and business ideas.

Booth Carpet/Padding - Carpet and padding purchased by the exhibitor, used to enhance the exhibit look and feel.

Booth Number - Number designated to identify each exhibitor's space.

Booth Personnel - Staff assigned to represent exhibiting company in assigned space.

Booth Size - Measure of assigned space. Can be represented by the booth dimensions (e.g., 10" x 10") or by square feet (e.g., 100 sq. ft.).

Booth Space - The amount of floor area occupied by an exhibitor (Also see Booth Size).

C

Call for Presentations - Used by associations and organizations as a formal method of asking for and screening suitable presentation topics for use in the conference sessions.

Canopy - Drapery, awning, or other rooflike covering.

Capacity - Maximum number of people allowed in any given area.

Caravan Shipping - A shipping method that combines several clients on several trucks, from the same origin, to the same destination, thus traveling together (Grouped for efficiencies).

Carnet - A customs document permitting the holder to carry or send merchandise temporarily into certain foreign countries (for display, demonstration or similar purposes) without paying duties or posting bonds.

Carpenter - Skilled craftsman used in the installation and dismantle of exhibits. Also used in the construction of exhibit properties.

Carrier - Transportation line that moves freight from one shipping point to another (van line, common carrier, railcar and airplane).

Cartage - ⁽¹⁾ The fee charged for transporting freight. ⁽²⁾ The moving of exhibit properties over a short distance.

Cash on Delivery (C-O-D) - Collection or payment on delivery.

Caulk Block - Large wedge of plastic or rubber used to block the tires of a truck parked at the dock. (Also see Dock)

Certificate of Inspection - A document certifying that merchandise was in good condition immediately prior to its shipment.

Certificate of Insurance - A basic element of an effective risk management program. It serves as evidence of the financial capability of an indemnitor who has executed an agreement in favor of an organization.

Certificate of Origin - A document required by certain foreign countries for tariff purposes, certifying as to the country of origin of specified goods.

Cherry Picker - Equipment capable of lifting a person(s) to a given height. (Also called High Jacker, Condor Lift, Scissor Lift)

Chevron - Type of cloth used for backdrops.

Client - Arranged Freight - Freight movement that has been arranged by the customer. They are responsible for the paperwork and liability of the freight movement.

Collective Agreement - A contract between an employer and a union specifying the terms and conditions for employment, the status of the union and the process for settling disputes during the contract period. Also known as Labor Agreement or Union Contract.

Column - A pillar in an exposition facility that supports the roof or other structures, usually denoted on floor plan as a solid square or dot.

Commercial Invoice - A detailed, itemized list of shipped goods used for international shipments.

Common Carrier - Transportation company that handles crated materials.

Computer Aided Design (C-A-D) - Computer software program that is typically used by design and engineering workers to draw or illustrate simple to complex shapes and figures.

Conference - Educational and informational seminars generally held in conjunction with an event or convention.

Consignee - Person or company to whom goods are shipped.

Consignor - Person or company who sends freight.

Consumer Show - An exposition that is open to the public, showing what are generally known as "consumer products."

Contact Person (P-O-C) - The person that is on the show floor or origin that one can contact for questions or answers; otherwise known as the "point of contact."

Contractor - An individual or company providing services to a trade show and/or its exhibitors.

Convention Center - A facility where expositions and/or conferences are held.

Corkage - The charge placed on beer, liquor and wine brought into the facility but purchased elsewhere. The charge sometimes includes glassware, ice and mixers.

Corner Booth - An exhibit space with exposure on at least two aisles.

Counter to Counter - A shipment that is made at last minute. This will have to be delivered and picked up from the counter of an airline or bus depot. (Also see Expedited Freight).

Crate Label - The label on the crate or container that has the number or ID of the crate or container.

Crated Freight - Containerized freight, items shipped in protective containers.

Crating List - A document that names the contents of a crate (e.g., exhibit pieces, carpet, signage, etc.)

Cross Aisle - An aisle at a right angle to the main aisle.

Cross Bar - Rod used in draping or as a support brace.

Custom House Broker - An individual or firm licensed to enter and clear goods through Customs.

Customs - The authorities designated to collect duties levied by a country on imports and exports. The term also applies to the procedures involved in such collection.

Cut & Lay - Installation of carpet other than normal booth or aisle size.

CWT - Hundred weight: A weight measurement for exhibit freight: usually 100 pounds. Often used as cost per hundred weight.

D

Damage Report - A report submitted by an exhibitor to a freight company or contractor itemizing damage to shipped goods.

Dark Day - Terminology for a day during the move-in or move-out of the convention facility when show-site services are shut down.

Decking - Term used to describe a false floor built into a van to allow stacking of freight in order to prevent damage as well as to utilize more of the van's capacity.

Declared Value - A shipper's stated dollar value for the contents of a shipment.

Decorating - Dressing up an exhibition with carpet, draping, foliage, etc.

Decorator - An individual or company providing installation and dismantling of exhibits and booth and hall dressing services for a trade show and/or its exhibitors (Also called General Contractor or Official Contractor).

Deferred Freight - Long-haul freight that waits (usually one to two days) for available cargo space, shipped at a reduced rate.

Demonstrators - Persons hired to illustrate or explain products.

Dimensional Weight - A method that a carrier will use, instead of actual weight of shipment, to calculate the cost of shipment. This method will consider a weight based on a shipment dimensions instead of the shipment's actual weight. Most always, carriers will apply the more expensive of the two.

Direct-to-Show-Site - Shipments sent directly to show location.

Dismantle - The process of tearing down, packing up and moving out exhibit materials after show closes.

Display Rules & Regulations - Exhibit construction specifications endorsed by major exhibit industry associations. Also refers to the specific set of rules that apply to an exposition.

Dock - A place where freight is loaded and unloaded from vehicles (Also see Loading Dock).

Dock High - Usually refers to a truck or bobtail truck that has a bed is at least 4 feet high, thus being "dock high."

Dolly - Low, flat, usually two feet square, platform on four wheels used for carrying heavy loads.

Door-to-Floor - Shipment which is picked up at origin site and is delivered direct to show floor; shipment stays on one truck to reduce handling and reduce risk of damages.

Double Decker - Two-storied exhibit (Also called a Multiple Story Exhibit).

Double-Time - Refers to a pay rate for work performed beyond straight time and over-time. Double-time is double the normal hourly rate.

Down-Size - When an exhibitor reduces the size of its total exhibit space (e.g., having a 400 square foot space and moving to a 200 square foot space).

Drayage - The movement of show materials from shipping dock to booth for show set up and back to dock for return shipment at end of show (Also see Material Handling).

Drayage Contractor - Company responsible for handling exhibit properties.

Drayage Form - Form for exhibitor requesting handling of materials.

Duplex Outlet - Double electrical outlet.

Duty - A tax imposed on imports by the customers' authority of a country. Duties are generally based on the value of goods (ad valorem duties), some other factor such as weight or quantity (specific duties), or a combination of value and other factors (compound duty).

DW - Abbreviation for "dead weight"

E

Egress - A direction or path or escape from harm; to move away from.

Electrical Contractor - Company contracted by Show Management to provide electrical services to the exhibitors.

Electrician - Handles installation of all electrical equipment.

Empty Crate - Reusable packing container in which exhibit materials were shipped. When properly marked with "EMPTY CRATE", labels are completed with booth number and company name. The empty crates are removed from the booth area, stored and returned at no charge (Also called "Empties").

Empty Crate Labels - Special stickers available at the Exhibitor Service Center. Special crews pick up empties during setup and return them during tear-down; (that's why the correct booth number is so important).

Est. Wt. - Abbreviation for "Estimated Weight."

Exclusive Contractor - Contractor appointed by show or building management as the sole agent to provide services (Also called "Official Contractor").

Exclusive Use - Rental of entire truck or van by one shipper.

Exhibit Booth - Individual display area constructed to exhibit products or convey a message.

Exhibit Directory - A catalog of basic information about the show, including exhibitors, floor plan and schedule of events. (Also called Show Directory, Directory of Exhibits, DOE, Final Program)

Exhibit Hall - The area in the convention center where the exhibits are located.

Exhibit Manager - Person in charge of individual exhibit booth.

Exhibitor-Appointed Contractor - A contractor hired by an exhibitor to perform trade show services independently of show management appointed contractors (Also called Independent Contractor, EAC).

Exhibitor Prospectus - Promotional brochure sent to prospective exhibitors by show management to encourage participation in a trade show.

Exhibitor Service Center - A centralized area where representatives of various show services can be contacted or located (Also see Service Desk).

Exhibitor Service Manual - Manual containing general information, labor/service order forms, rules and regulations as well as other important information pertaining to exhibitor participation in an exhibit (Also called Exhibitor Manual or Service Manual).

Expedited Freight - Freight that is done at the last minute and is handled in a special manner (Expedited).

Expocard Reader - A device that electronically reads an attendee's name and demographics for use by exhibitor in postshow lead follow-up.

Export - Freight that leaves the country.

Exposition - An event in which products or services are exhibited (Also referred to as Exhibition, Expo, Trade Show and Trade Fair).

F

Fire Exit - Door, clear of obstructions, designated by local authorities to egress.

Fire Retardant - Term used to describe a finish (usually liquid) that coats materials with a fire-resistant cover.

Flame Proof - Term used to describe material that is, or has been treated to be, fire-retardant.

Flatbed Truck - A truck or trailer that is equipped with a flat bed (Not an enclosed box).

Floater - Worker(s) used by foreman to help assigned labor for short periods of time.

Floor Manager - Individual representing show management who is responsible to overseeing all or part of the exhibition area. They are also available to answer questions related to the show floor, show hours and show services and act as the liaison between exhibitors and Freeman Service Desk.

Floor Marking - Method of indicating the boundaries of each booth space.

Floor Order - Order for services placed by the exhibitor with the service contractor after exhibit setup begins and is usually more expensive than an advance order.

Floor Plan - A map showing the layout of exhibit spaces.

Floor Port - Utility box, recessed in the floor, containing electrical, telephone and/or plumbing connections.

Foam Core - Lightweight material with a styrofoam center used for signs, decorating and exhibit construction (Also called Gator Foam, Gator Board).

Follow-Up - To send literature or other information and/or have representatives call on prospects identified at a trade show.

Force Freight - Term used when drayage contractor assigns a carrier to pickup freight from a show.

Foreman - The person given charge of a project.

Fork Lift - Vehicle used to transport heavy exhibit materials for short distances, also used for loading and unloading materials.

Fork Truck - Vehicle used to transport heavy exhibit materials short distances, also for loading and unloading materials.

Four-Hour Call - Minimum work period for which union labor must be paid.

Freight - Exhibit properties, products and other materials shipped for an exhibit.

Freight Desk - The area where inbound and outbound exhibit materials are handled at a trade show.

Freight Door - A large door located on the perimeter of an exhibit hall that accommodates large trucks and freight management operations.

Freight Foreman - A title that is given to the person that controls the freight movement on show site.

Freight Forwarder - Shipping company.

Freight on Board (F.O.B.) - Typically seen as origin or destination. This term establishes at what point the shipper releases their obligation of responsibility or liability.

Full Booth Coverage - Carpet covering entire area of booth.

Full Trailer - A trailer that is full.

G

Gangway - International term referring to the "aisle".

Garment Rack - Frame that holds apparel.

General Contractor - A company providing services to a trade show and/or its exhibitors. The general contractor is the official contractor designated by show management for a given show (Also called Official Contractor).

Girth - A term used to express overall size limitations typically on a shipping unit (package, case, carton, crate, etc.) Formula: (Height ((Length Width) X 2)) (Also see Unified Inches).

Gobo Light - A stenciled light which projects an image on to a wall or other surface.

Graphic - A photo, copy, panel or artwork applied to an exhibit.

Graphics - Communicative elements - color, copy, art, photographs, etc. used to illustrate a booth theme or décor.

Gross Square Feet - Total space available in exhibit hall as compared to net square feet, usable exhibit space or occupied exhibit space.

Gross Weight - The full weight of a shipment, including goods and packaging; compare tare weight.

Guarantee - The number of food and beverage servings to be paid for, whether or not they are actually consumed; usually required forty-eight hours in advance.

H

Hall - A generic term for an exposition facility. May also refer to an individual area within a facility, such as "Hall A" or "Halls A-C."

Hand-Carryable - Items that one person can carry unaided (meaning, no hand trucks or dollies).

Hand Truck - Small hand-propelled implement with two wheels and two handles for transporting small loads.

Hard Card - Sometimes referred to as the short-form bill of lading. Hard card copy may also indicate the number of the vehicle, its position in line, to load or unload.

Hardwall - A type of exhibit construction in which the walls are of a solid material rather than fabric.

Hardwall Booth - Booth constructed with plywood or similar material as opposed to booth formed with drapery only.

Hard Wire - Any electrical connection other than receptacle-to-receptacle; charged on a time plus material basis.

Header - A sign or other structure across the top of an exhibit, usually displays company name.

High Cube - A term used to describe that type of container required for a shipment that is taller than 9 feet, typically used with regard to sea bound shipments.

High Jacker - Equipment used to lift people to a given height (Also called Cherry Picker, Scissor Lift).

Hold Harmless - Clause in contracts ensuring that a group or company will not be responsible in the event of a claim.

Hospitality - An event or gathering usually separate from the exhibit, in which refreshments are served and exhibitor personnel and invited guests socialize.

Hospitality Suite - Room or suite of rooms used to entertain guests.

Hotel Cut-Off Date - The date agreed to in the housing contract when the hotel is no longer obligated to honor the room block or group rate, usually 30 days prior to the show.

Hotel Delivery - A delivery of freight to a hotel location. This will most always have special considerations for they may or may not have the adequate material handling equipment or facility.

I

ID Sign - Booth identification sign.

I&D/Decorator - An individual or company providing installation and dismantle, booth and hall dressing services for a trade show and/or its exhibitors. Decorator services may be provided by carpenters, sign painters or others depending upon union jurisdiction; (Term applies to both contractor and skilled craftsman).

Illuminations - Lighting available in hall, built into exhibit, or available on a rental basis.

Import - Bringing of goods or products into a country from another.

Independent Service Contractor - Any company (other than the designated "official" contractor listed in the Exhibitor Service Manual) providing a service (display installation and dismantling, models/demonstrators, florists, photographers, audiovisual, etc.) and needing access to an exhibit any time during installation, show dates and/or dismantling.

Infringement - Use of floor space outside exclusive booth area, or breaking of the official rules and regulations.

Inherent Flame Proof - Material that is permanently flame resistant without chemical treatment.

Inline Booth - Exhibit space with exhibit booths on both sides and behind, or backing up to a wall. This type of booth will generally have only one exhibit side open to an aisle.

Installation - Setting up exhibit booth and materials according to instructions and drawings.

Installation/Dismantle - Also referred to as I & D. The set-up and tear down of exhibits.

Insurance Policy - A contract between an exhibitor and an insurance company securing payment of a sum of money in the event of loss or damage.

Interactive Exhibits - Exhibits in which the visitor is involved with the exhibit in a proactive way.

Inventory - Total amount of furniture and equipment available for show.

Invoice - An itemized list of goods and services specifying the price and terms of sale.

Island Booth - An exhibit space with aisles on all four sides.

ISO Certified - Certification obtained by performing to a set of standards created by the International Organization of Standards (ISO). This outlines the requirements for quality management systems and functions as the model for quality management systems and serves as the model for quality assurance in production, installation and servicing. It defines in generic terms how to establish, document and maintain an effective quality system.

J

J Handle - A handle with wheels located on one end that is used to leverage and move crates and skids by hand.

Job Foreman - One who is in charge of supervising and coordinating workers and projects.

Junction Box - A distribution point for electrical power, otherwise known as Jbox.

K

Kiosk - A small structure, open on one or more sides, for the display of a product or for use as an information station or for material distribution.

L

Labels - A method to tag and identify exhibit properties which includes information as to where the shipment is to be shipped to and from.

Labor - Refers to contracted workers who perform services for shows. (Also called craftsmen).

Labor Call - Method of securing union employees.

Labor Desk - On-site area from which service personnel are dispatched.

Lead - The demographic information retrieved from visitors to your booth which helps you determine that person's intent to buy your product/services. A tool to help your sales force close the sale.

Lead Man - The person in charge of I & D crew. This individual is responsible for the installation or dismantling of an exhibit booth.

Lead Tracking - A manual or automated system used to conduct follow-up activities for sales prospects resulting from a trade show.

Less than Truckload (LTL) - The rate charged for freight weighing less than the minimum weight for a truckload.

Liability - Legal term usually used to describe a point or amount of responsibility damages or injuries incurred or sustained.

Liftgate - A power lift attached to a van to enable loading and unloading without the use of a dock.

Light Box - Enclosure with lighting and translucent face of plastic or glass.

Limits of Liability - A term used in a shipping contract to specify the monetary limit that a carrier will pay with regard to damages incurred on freight during a shipment.

Linear Booth - Any booth that shares a common back wall and abuts other exhibits on one or two sides.

Linear Display - Another term for an in-line exhibit space.

Loading Dock - Area on premises where goods are received.

Lobby - Public area that serves as an entrance or waiting area.

Lock-Up - Storage area that can be locked up.

Logo - A trademark or symbol, unique to each company.

M

Mailing Lists - A list of contact names and addresses used for marketing purposes. These lists can be obtained by gathering information on site or by purchasing or renting from an agency or company.

Make Ready - To mount or prepare artwork for photography or reproduction (i.e. make camera ready).

Manifest - A list of cargo.

Marshalling Yard - Specific retention area (lot) for all vehicles to park prior to going to the show hall/convention center for loading or unloading.

Masking Drape - A cloth used to cover storage or other unsightly areas.

Material Handling - The unloading of your shipment; transporting it to your booth; storing and returning your empty crates and cartons and reloading your shipment at the close of the show (Also called Drayage).

Material Handling Agreement (M-H-A) - Bill of Lading; contract for freight movement services.

Material Handling Charge - The drayage dollar cost based on weight. Drayage is calculated by ¹⁰⁰ pound units; or hundredweight; abbreviated CWT; there is usually a minimum charge.

Means of Egress - an approved stairway or ramp constructed to the specification of the fire code used for access and exiting.

Meter - The most common width for a backwall panel. (1 Meter = ^{39.37} inches)

Modular - Structural elements that are interchangeable. Allows for maximum flexibility in arrangement and size.

Modular Exhibit - Exhibit constructed with interchangeable components.

Move-In - Date set for installation. Process of setting up exhibits.

Move-Out - Date set for dismantling. Process of dismantling exhibits.

Mylar - Trade name for plastic material.

N

Net Square Feet - The amount of space occupied by exhibits in a facility; not including aisles; columns; registration area; etc.

Negotiation - The action or process of negotiating or being negotiated -- often used in plural: negotiations.

No Freight Aisle - Aisle that must be left clear at all times during set-up and dismantle. Used to deliver freight; remove empty boxes and trash; and in case of emergency.

Noise Decibel - A unit for measuring the relative loudness of sounds. For CES, the maximum level is ⁸⁵ db.

No-Show - A scheduled exhibitor who does not show up to claim booth space or ordered services.

O

Official Contractor - Show management-appointed company providing services to a trade show and/or its exhibitors (Also called General Contractor or Decorator).

Official Program & Exhibitor Directory - Program book distributed to attendees and exhibitors; listing information about the show; conferences sessions and provides a listing of the exhibitors and services offered.

Off-Target - A move-in date which is outside (before or after) of the officially assigned target date.

One-Time Spotting - The unloading of freight/machinery and the placing of it in a designated location. Exhibitors must be present for spotting of materials. This service does not include unskidding; balancing or extended time.

On-Site - Location of exhibits or projects.

On-Site Order - Floor order placed at show site.

On-Site Registration - Process of signing up for an event on the day of or at the site of the event.

O-R - Owner's Risk.

O-T Labor - Work performed on overtime. Work performed before 8:00 a.m. and after 4:30 p.m. Monday through Friday and all hours on Saturdays, Sundays and holidays (depending on the union trade).

Overtime - Refers to work performed beyond what is considered a standard business day. Overtime labor is paid at time and a half.

P

Package Plan - Management-provided furniture and/or services to exhibitors for a single fee.

Packing List - A list included with a shipment showing the quantity and description of items being shipped, as well as other information needed for transportation purposes (Also referred to as a Bill of Lading or Waybill).

Padded Van Shipment - Shipment of crated or uncrated goods such as product or display material (Also see Van Shipment, Air Ride).

Pad-Wrapped (Blanket Wrap) - Non-crated freight shipped via van line covered with protective padding or blankets.

Pallet - Wooden platform used to support machinery or a collection of objects for easier handling. Also thick wood blocks attached to crates that allow forklift access for easier handling (Also skid).

Pegboard Panel - Framed panel of perforated hardboard.

Peninsula Booth - Exhibit space with aisles on three sides.

Perimeter Booth - Exhibit space located on an outside wall.

Pipe and Drape - Pipe material with fabric draped from it to make up side rails and back wall of an exhibit booth.

Point of Contact (P-O-C) - The primary contact person with regard to a business or service.

Point to Point - A shipment that is direct and never changes trucks.

Pop-up Booth - A term generally referring to a booth that requires minimal tools to set up and is set up by the exhibitor.

Portable Exhibits - Lightweight, cased display units that do not require forklifts to move.

Postshow - Refers to any activity that occurs following the closing of the event.

POV - A privately owned vehicle, such as a passenger car, van, or small company vehicle, as distinguished from trucks, tractor-trailers, and other over-the-road vehicles. A POV left unattended will almost certainly be towed away. If you must unload a POV, use the POV line. (see the following)

POV Line - Special loading dock reserved for POVs where material is unloaded at prevailing drayage rates. To get on a POV line, driver reports first to the marshalling yard.

Pre-registered - Reservation which has been made in advance with necessary paperwork.

Preshow - Refers to any activity that occurs prior to the show opening.

Press Kit - A package of materials put together for the media. Usually a folder containing press releases, product announcements and other materials.

Press Release - An article intended for use by the media about a company, product, service or individual.

Press Room - Location on-site where members of the media can obtain press releases, product announcements and other materials, as well as write stories, conduct interviews, make phone calls and place stories.

Priority Point System - Method of assigning booth space. Often the system is based on the number of years a company has been exhibiting, sponsorship dollars and size of the booth.

Private Security - Security personnel hired from a privately operated company (Also Booth Security).

Pro Forma Invoice - An invoice sent to a buyer prior to the shipment of merchandise, which provides detailed information about the kinds and quantities of goods to be shipped.

Promotional Opportunity - The ability to use advertising to create additional publicity.

Pro-Number - Shipment number designated by the common carrier to a single shipment used in all cases where the shipment must be referred to. Usually assigned at once.

Proof - Any preliminary reproduction by photography, typesetting or lithography, provided by processor for approval prior to finished product.

Proof of Delivery (POD) - A carrier can supply POD upon request.

Q

Quad Box - Four electrical outlets enclosed in one box.

Qualifying - The act of determining an exhibit visitor's authority to purchase or recommend a product or service on display.

R

Rail - Low drape divider between exhibit booths (Also Side Rail).

Raw Space - The actual space for an exhibit with no furnishings or decoration. In-line spaces do include a pipe and drape back wall and side rails.

Rear Lit - Method of lighting transparency from behind.

Rear Projection - A video technique in which images are projected on a screen positioned between the projector and the audience.

Refurbish - To repair damage, renew surfaces and replace graphics as necessary to recondition the exhibit to extend its lifespan.

Registration - Process of obtaining demographic information from an attendee in exchange for an entrance badge to the show. An exhibitor will also register its booth personnel in order to obtain exhibitor badges.

Release Form - A document that by signature, consents an individual release another from responsibility.

Rental Booth - Complete booth package offered to exhibitors on a rental basis.

Request for Information (R-F-I) - This document is requesting information be provided for the described goods or service, or information regarding the company and or its' services.

Request for Price (R-F-P) - A formal document from a company that is intended to provide information about the specifics of a purchase of goods or services. This document is requesting a price be provided for the described goods or service.

Request for Quotation (R-F-Q) - A formal document from a company that is intended to provide information about the specifics of a purchase of goods or services. This document is requesting a quotation/estimate be provided for the described goods or service.

Rigger - Union or person that is responsible for uncrating, unskidding, positioning and re-skidding of all machinery. Also used when special equipment or apparatus is needed for hanging or fastening.

Right to Work State - Where joining a union is not a condition of employment. In right to work states, exhibitors do not have to use union laborers.

Riser - A platform for people or product.

ROI (Return on Investment) - Measurement of how much benefit a company receives from participation in a trade show. Broadest example formula: $\text{income} - \text{costs} = \text{ROI}$.

S

Scrim - A light or loosely woven covering or cloth used for decorative purposes.

Security Cages - Cages rented by exhibitors to lock up materials.

Self-Contained Exhibit - A display that is an integral part of the shipping case.

Self-Contained Unit - Type of exhibit where crate is opened and becomes part of the exhibit.

Semi - A slang term for a tractor-trailer truck used for hauling freight.

Serial Number - A sequential number stamped on a product that is unique to that item. It is necessary to list serial numbers on materials that are shipped internationally.

Service Charge - Charge for the services of waiters/waitresses, housemen, technicians and other food function personnel.

Service Desk - A centrally located service area in which exhibitors can order or reconfirm the services provided by exposition management such as electrical, decorating, telecommunications, etc.

Service Kit - Packet for exhibitor containing information and forms relating to the exhibition.

Shop - Service contractor's main office and warehouse.

Short Form B-O-L - A document that establishes the terms of a contract between a shipper and a transportation company under which freight is moved between specific point for a specified charge.

Showcard - Material used for signs.

Showcase - Glass-enclosed case used to display articles.

Show Daily - A daily publication produced on-site that offers articles on exhibitors, their products/services and show activities.

Show Decorator - Company or individual responsible for hall draping, aisle carpeting and signage. Also performs same service to individual exhibitors.

Show Manager - Person responsible for all aspects of exhibition.

Show Office - The show management office at exhibition.

Shrink Wrap - Process of wrapping loose items on pallet with transparent plastic wrapping.

Side Rail - Low divider wall in; usually pipe and drape, used to divide one exhibit space from another.

Skid - A low, wooden frame used to support heavy objects or groups of materials for easier handling. Usually used as a platform for objects moved by forklift (Also called Pallet).

Skirting - Decorative covering around tables & risers.

Slip Sheet - Method used to protect pad wrapped exhibit properties when loading or unloading at a convention center.

Space Assignment - Booth space assigned to exhibiting companies.

Space Rate - Cost per square foot for exhibit area.

Special Handling - Applies to display and/or product shipment requiring extra labor, equipment or time in delivery to booth area.

Split Shipment - Pick up or delivery of multiple shipments at more than one place of business of the same or different companies within the confines of origin or destination points.

Spotting - Placement of equipment in exact location in booth.

Staging Area - A place for collection of materials, components, delivery units, etc.

Stanchions - Decorative posts which hold markers or flags to define traffic areas; ropes or chains may be attached.

S-T Labor - Work performed on straight time, most always 8:00 am to 4:30 pm, Monday-Friday.

Straight Time - The hours considered normal business hours.

Strike - Dismantle exhibits.

Supplemental Invoice - An additional invoice for services after initial invoicing has taken place.

T

Table-Top Display - Exhibit designed for use on top of counter, bench or table.

Tare Weight - The weight of a container and/or packing materials without the weight of the goods it contains; compare gross weight.

Target Date - The specified date and or time to move a shipment into and or out of an exhibit hall/show site.

Target Freight Floorplan - Color-coded floor plan indicating freight delivery for individual booths.

Tariff - Rules and rates of a specific carrier.

Teamster - Union that handles all material in and out of the hall, except machinery. Exhibitors are permitted to carry small packages into hall.

Time & Materials - Method of charging for several services on a cost-plus basis (Also T&M).

Tow Motor - Forklift.

Tracking - A method used to locate a shipment or acquire a status of a delivery.

Trade Show - An exhibition held for members of a common or related industry.

Traffic Flow - A common or directed path the audience will take through an exposition or exhibit.

Trans Ship - A shipment that is on tour; shipping from event to event or shipments between events that do not include a shipment to or from the point of origin.

Truss - A collection of structural beams forming a rigid framework.

U

Uncrated Freight - Items shipped outside of protective containers, typically shipped either loosely loaded and/or pad wrapped in trailers.

Unified Inches - A method of calculating the size of a shipping unit. It is calculated by adding the Height (Length Width) X 2. UPS has a ¹³⁰ total UI limit and FEDEX has ¹⁵⁰ UI limit (Another form of girth).

Union - An organization of workers formed for mutual protection and for the purpose of dealing collectively with their employer in wages, hours, working conditions and other.

Union Steward - On-site union official.

V

Van Shipment - Shipment of exhibit properties via van lines, often consisting of large pieces, crated or uncrated, such as furniture or exhibit materials.

Velcro - Material used for fastening.

Visqueen - Plastic covering over carpet for protection.

W

Waitlist - A list of companies which are either interested in obtaining exhibit space, or relocating to a different space, but for whom no such space is yet available.

Waste Removal - Removal of trash from the building.

Waste Straight Oil Removal - Oils to be removed at end of show. Consult Exhibit Service Manual for form.

Waybill - List of enclosed goods and shipping instructions, sent with material in transit.

W/B - Waybill (Also see Waybill).

Work Time - Paid time that begins as soon as the workers report to the exhibitor; stops when the exhibitor releases them from work.

Congratulations!

You made it! Good luck on your next trade show.

