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Top 10 Ways to Save at E3 2016

Thank you for participating in E3 2016! Use this handy tip sheet as a guide to help save time and money as you plan your booth at this year's event.

1. Read the Exhibitor Manual. Read the exhibitor manual thoroughly. The time it takes to read the manual from cover to cover will be time well spent and money well saved. When reading the manual take deadlines seriously and adhere to them - this too will save you money!

2. Book your hotel needs through CMR and use the travel discounts provided by E3 when booking travel to the show. Contact CMR, the official housing company for E3 2016 at 800-804-4337 to take advantage of a full range of locations and some of the best hotel rates in Los Angeles in addition E3 has negotiated airline and car rental discounts for exhibitors and attendees. Use these discounts to save money when you book your airline and car rental needs.

3. Booth Designs. Be sure to comply with Fire Marshal and Show Management Rules & Regulations regarding booth design for the construction and design of your exhibit. On-site changes can be costly due to unapproved exhibits.

4. Save up to 20% by taking advantage of the Discount and Advanced pricing deadlines from the E3 Vendors. Order all your exhibit needs by the deadline set by each vendor and save up to 20%. In addition to saving you money, making these important decisions in advance will help better prepare you for the show. Preshow estimated invoices are available from all vendors to assist you with project planning.

5. Rent booth properties to save up to 20% on material handling costs. By renting booth properties directly from GES, you can save on your shipping and material handlings costs. You can also help save yourself some stress on-site by having GES do all the set-up. To view booth rental options, visit www.ges.com/exhibitsselect. **Order your carpet from GES,** when you order carpet directly from GES you avoid additional material handling and installation charges.

6. Set-up your booth during straight time labor hours to avoid overtime labor hour costs. This small change can save you between 20% - 30% on your labor order. For more information about straight time versus overtime hours feel free to contact GES at 800.475.2098.

7. Bring copies of advanced orders and create a booth diagram. Make sure your service contractors and on-site booth staff knows exactly what has been ordered and how the booth will be set up. Supply copies of all pre-orders as well as a diagram that details the booth's entire layout, including electrical drops and furnishing placements. This will help expedite the set-up process and alleviate any confusion on-site.

8. Ship your booth to the Advance Warehouse. Shipping in advance does cost a bit more; however, the peace of mind is priceless. When you ship to the GES Advance Warehouse you are guaranteed to have your materials in your booth first thing in the morning on your scheduled target move-in date. Additionally, you will receive a confirmation of receipt from GES, including the date the shipment was received, the number of pieces and the actual weight. Send all your materials in one shipment to the show and avoid those last-minute overnight shipments.

9. Utilize technology to replace sales and marketing materials, product information and specifications. Printing collateral and shipping to show site can be costly; consider using an interactive display or handheld device as a cost saving and easy to use alternative to demonstrate your products and electronically share on show site with your potential customers.

10. Make the most of your E3 investment with dozens of unique event marketing programs. You can drive traffic to your exhibit, generate leads and media coverage for your product, build brand awareness for your company, and capture mind share with E3's influential audience.

