



IMPORTANT INFORMATION TO SAVE YOU MONEY & TIME

Cost-Saving Tips for NCEA 2014 Exhibitors

Exhibiting in trade shows is one of the best and most cost-effective ways to drive new sales and market your business. However, like any marketing opportunity, participating in a trade show is not without costs. In an effort to help you keep your costs as low as possible, thus maximizing your return on investment, we offer you the following tips:

- Do as much as possible in advance. Suppliers from carpet and electrical rental companies to airlines often offer advance discounts. Especially when renting services for use at show-site, be sure to order before the advance-pricing deadline.
- GES will offer an exhibitor training webinar, titled "A Tour of the Exhibitor Services Manual." This webinar will offer cost saving ideas for all of your exhibitors.
- Give your shipping company adequate lead time. If you schedule your pick-up far enough in advance that it can go overland, you'll avoid costly air freight bills.
- Save material handling (drayage) costs by shipping your goods to arrive on straight time. If you're shipping your freight directly to the convention center and can get it brought into (and back out of) the hall between 8:00am and 4:30pm, you'll avoid paying overtime labor charges. Be sure your driver checks in before 12:00pm to help to guarantee offloading on straight time. Contact GES or show management if you are unclear about material handling fees and/or times.
- Remember to bring copies of your tracking numbers for all of your shipments.
- Be sure all your cartons are securely banded/shrink-wrapped to a skid/palette. Loose pieces incur "special handling" charges because forklifts can't quickly remove them from vehicles. Also be aware that special handling charges can apply in various other circumstances (van lines where freight must be removed from side doors, small-package delivery companies like FedEx, stacked shipments). Contact GES if you have questions about whether your particular shipment might incur special handling charges.
- Schedule your booth installation labor (if necessary) on straight time. If your booth cannot be set by full-time personnel from your company, you'll need to hire labor from GES or another union trade show contractor. Do your best to schedule your freight to arrive as early as possible in the day so you can get it offloaded and into your booth early, and your laborers can complete work before overtime rates begin at 4:30pm. Do the math on the labor order form rates – it might save you money to incur an extra hotel night and come in a day early if it means you can pay all your labor straight time by setting up in two days instead of one.
- To save costs on shipping and material handling, consider renting an exhibit (available from GES or other local reputable display houses) or switching to lighter weight materials when having your new exhibit built.
- Pre-wire the electricity in your display to as few plugs as possible so you can save on ordering extra electrical outlets or extension cords on-site. Also, consider building supplemental electrical outlets into your display.
- If you require electrical under your carpet, be sure to submit a floor plan of your booth to exhibitor services well in advance so the power is distributed before GES lays the carpet and/or delivers your freight. If it's not, you'll incur labor charges to remove and replace your carpet and crates.