Managing Logistics & Operations

How to Avoid Headaches & Hassles

With Betsy Earle, Diamond CTSM, Event Driven Solutions & Chuck Grouzard, GES

MHI Commitment to Exhibitor Value, Knowledge & Success

- ShowPro Exhibitor Success & ROI Center road map:
  - Step 1. Download planning & implementation tools
  - Step 2. Schedule & complete strategic planning exercises at target timeframes
  - Step 3. Watch live and on-demand webinars
  - Step 4. Read exhibiting articles for insights and ideas
  - Step 5. Ask Our Team of Tradeshow Experts email Q&A for help

- Bookmark, Share with your team and Access at:
  - https://www.modexshow.com/showpro/

Betsy Earle, Managing Director
Event Driven Solutions

- Managing Director of Event Driven Solutions, trade show and events logistics agency, Founded in 2010
- Diamond-Level Certified Trade Show Marketer (CTSM)
- University of Miami, MBA
- University of Rhode Island, Bachelor of Science in Business Administration
- University of Rhode Island, Bachelor of Arts in Spanish
- Contributing author to EXHIBITOR Magazine

https://www.modexshow.com/showpro/
Key Points of Contact at MODEX

- MODEX Marketing Portal - (Show Management)
  - Hotels
  - Badges
  - Social Media and Marketing Programming

- GES - (General Services Contractor)
  - Material handling
  - Labor
  - Booth furnishings
  - Cleaning

- Georgia World Congress Center
  - Electrical and plumbing: orders to be submitted directly to GWCC

Determine What’s What - GES Online

https://ordering.ges.com/051600519
Determine What’s What - Exhibitor Portal

http://exhibit.mhi.org/?_ga=2.105735619.1704455037.1573568336-257201700.1565709511

Prepare an Implementation Plan

Considerations

Before you start completing forms, determine the following:

- Download a copy of the Quick Facts and print.
- What is my booth size and booth number?
- What are my CAD deadlines, graphic printing deadlines, and shipping deadlines?
- What is the discount deadline for show services?
- Is there anything unusual about my booth that might require extra planning and preparation?

https://ordering.ges.com/051600519/quickfacts

Prepare an Implementation Plan

Being prepared and meeting the deadlines can save you up to 25% on your show services.

MODEX has set-up a downloadable PDF with show specific deadlines. Add these dates to your Outlook or Apple Calendar for ease of access and visibility.

Key Deadlines:

- November 15th - Peninsula, double deck, and hanging sign layouts due
- February 11th - Early discount deadline
- Cleaning, electrical, plumbing
- Floral, furniture
- Carpet, labor
- February 18th - Audio/Visual
- March 2nd - Badges
Exhibit Design

- International Association of Exhibitions and Exhibits (IAEE) Guidelines
  - Inline booths
    - Be sure to be respectful of your neighbor’s sight-line
    - 4’ feet height restriction, 5’ in from the front aisle
    - 8’ tall height restriction along the back of the booth
  - Islands & double-deckers
    - Hanging signs - bottom of the sign must be higher than 16’
    - Double decker floorplans must be submitted to Melissa by November 15th and stamped by a professional engineer

Peninsula Booths

Peninsula booths follow two different sets of rules:
- Back-to-back peninsulas
  - 12’ high, 20’ wide
- Peninsula-to-inline
  - 12’ high, centered with 5’ open on either side
  - 4’ height restriction in 5’ next to the aisle
Material Handling

- This is a fee associated with the weight of what you are bringing in to your exhibit, including carpet, booth properties, equipment, and items you are displaying.

- Considerations:
  - Be sure to meet the deadlines when possible to avoid off-target surcharges.
  - Avoid sending individual boxes when possible to save money.
  - Consolidate your freight as much as possible.
  - Be absolutely certain that EVERY package has a show label on it with your company name and booth number. Select either the direct shipment label or the advance warehouse label.

Organize Your Labor Accordingly

- Move-in and move-out at this show are targeted. This means you can start during a specific assigned window of time.
- Schedule labor AFTER your target move-in window.
- Move-in and move-out schedules can be found here:
  - [https://e.ges.com/051600519/targetmaps/esm](https://e.ges.com/051600519/targetmaps/esm)
Manage your Inbound shipping

- All privately-owned vehicles must check in to the marshalling yard.
- Schedule a shipping company that has a department specific to the trade show industry.
  - Be sure your carrier delivers on weekdays and weekends.
  - Be sure they understand the functions of a marshalling yard.
- Send as few loose items as possible and make sure that everything is either in crates or fiber cases when possible.
- Fiber cases and crates on wheels are returned at the close of show before wooden crates with no wheels. To expedite your dismantle, consider this when packing.
Manage your Outbound Shipping

- Pre-schedule your outbound shipping prior to heading to the show.
- Pre-print outbound shipping labels and gather MHA information for GES prior to arrival.
- Avoid, at all costs, having to wait at the FedEx inside the GWCC. For standard size/weight packaging, be certain to get pre-printed labels where you can pack, get the tag scanned, collect a receipt and be on your way.
- FedEx is located between Halls A & B near the entrance on Andrew Young International Blvd.
- Take a photo of every item as it leaves the show floor for your records so you don't forget. This is the time we are the most tired!!!

Create an Pre-Show Communication Document

- Break everything down into individual tasks with show related deadlines.
- Study your move-in timeframe and schedule everything around it to make sure the pieces all fit together.
- Save all orders, forms, and receipts to one location for easy access on-site.
- Spend an extra hour of time before you head to the show getting everything in order and make sure your ducks are in a row. Avoid “figuring it out” on-site.
Services Provided by: GES

- Booth Furnishings and Accessories
- Carpet
- Cleaning
- Graphics
- Installation and Dismantle Labor
- Overhead Rigging
- Material Handling
- GES Logistics for Shipping TO and FROM the show both Domestic and International
- Custom Exhibits and Rental Exhibits
- PLEASE NOTE - Electrical and Plumbing services are provided by the Georgia World Congress Center. Order forms for these services can be found in the KIT or on Expresso and must be submitted to the GWCC

Rental Exhibits through GES

If you are interested in learning more about Rental Exhibits, please contact Mike Jeewek with GES with at MJeewek@ges.com
How to Order and Contact GES Services

How Can I Order My Show Services?

- Expresso is GES’ planning, ordering and management system. Order everything you need for your tradeshow exhibits, view account order history, download the show schedule and more.
  - Go to https://e.ges.com/051600519/exsm
  - Log in or sign up with a new account
  - Browse products and services and you will be guided through the ordering process

GES National Servicenter® provides consistency and continuity of customer service for exhibitors at shows:

- Phone: (800) 475-2098
- International phone: (702) 815-5970
- Contact us online: https://e.ges.com/051600519/contactus/exsm

GES Servicenter® is on-site to place any last-minute orders and provide show information while at show site.

Exhibitor Services

- Our Exhibitor Services team is responsible for answering exhibitor questions, processing your orders and handling any special requests.

https://ordering.ges.com/051600519

GES NATIONAL SERVICECENTER®

- Help is always just a call or text away.
- For all exhibitor needs
- Expresso experts who can help and guide exhibitors
- Experts on your shows
- Answer Exhibitor Questions Through Any Channel
  - Telephone, e-mail, Chat & Social Media
- Hours: Monday - Friday, 9 am EST - 5 pm PST
- 1 (800) 801-7648
- Order History Access
- Bi-Lingual Services
Target Move In and Freight Information

- Designated Day and Time for Your freight/shipments to arrive at the Georgia World Congress Center
- Every Exhibiting Company is assigned a target date
- Tuesday March 3rd, Wednesday March 4th, Thursday March 5th or Friday March 6th
- As long as your truck arrives on or before your target time on your targeted date, there is no additional off target charges
- If you need to request a different target date contact MHI
NEW - Target Move Out and Freight Information

- Designated Day for your carrier to arrive at the Georgia World Congress Center to remove your freight from the facility
- Every Exhibiting Company is assigned a target date
- Friday, March 13th or Saturday, March 14th
- All outbound freight must be packed and labeled prior to submitting your BOL to the Service Desk.
- If you need to request a different target date contact MHI
AT-SHOW EXHIBITOR SERVICE EXECUTIVES

• Dedicated Exhibitor Services Executive works with MODEX exhibitors from move in through move out.
• Ensure a positive and productive show experience.
• Eliminates exhibitors leaving their booths.
• Confirmation of all ordered products and services.
• Personal review of show invoices and arrangement for outbound services.
• Save time and text for service.

2020 Material Handling Options

MH+ Program – Based on NSF Package Price

• Exhibitor Can Ship Unlimited Direct Crated Materials
• No outbound overtime charges

**Direct to showsite cost calculation**
Total NSF of booth space X $6.85 = Total Cost
**EXAMPLE:** Exhibitor’s booth 20’ X 20’ = 400 NSF
Direct to showsite cost 400 NSF X $6.85 = $2,740.00

**Advanced Warehouse cost calculation**
Total NSF of booth space X $6.85 + (total CTW X $15.00) = Total Cost
Example: Exhibitor’s booth 20’ X 20’ = 400 NSF and the exhibiting company ships 500 lbs. to warehouse
Warehouse cost: 400 NSF X $6.85 = $2,740.00 + ((500lbs / 100 = 5CTW) X $15.00) = Total Cost $2,815.00

Watch the Short MH+ Program Video

https://videos.mhi.org/material-handling-institutes-mhi-plus-program

Other Options For Savings and Cost Certainty

- Reduced Machinery Rates
- No outbound overtime surcharges
- Exhibitors can opt out of the Net Square Foot Rate Package and simply be charged standard KIT a-la-cart prices
- GES One – On – One Budget Consultation Program
- GES contacts available to answer questions
  
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