



## 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/>



<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





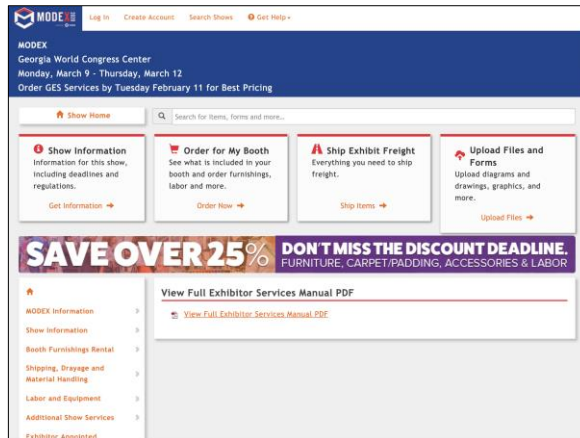
## Key Points of Contact at MODEX

- ▶ 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

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## Determine What's What - GES Online



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<https://ordering.ges.com/051600519>





[http://exhibit.mhi.org/?\\_ga=2.105735619.1704455037.1573568336-257201700.1565709511](http://exhibit.mhi.org/?_ga=2.105735619.1704455037.1573568336-257201700.1565709511)

## Prepare an Implementation Plan

### Exhibitor Marketing Schedule & Worksheet

Deadline	Task	Completion Date	Deadline	Task	Completion Date
SEPT 3, 2019	Bag Sponsorship deadline			Prepare press releases & kits	
	Lanyard Sponsorship deadline			Mail invitations or releases to attending press	
	Complete your online listing		JAN - FEB 2020	Select and train booth staff	
	Upgrade online listing to a Showcase			Schedule shipment of press kits to Georgia World Congress Center	
	Order MODEX 2020 direct mail postcards and download HTML email invite			Determine lead follow-up strategy	
	Place MODEX 2020 logo on your website via Banner Ad program			Sponsorship order deadline	
OCT - DEC 2019	Plan pre-show advertising using MODEX 2020 logo		JAN 10, 2020	Online listing changes final deadline	
	Develop marketing & promotion strategy			Online advertising & materials deadline	
	Consider marketing packages & sponsorships		JAN 29, 2020	Partnership Program deadline	
	Determine lead retrieval objectives		FEB 2020	Review show strategy in pre-show staff meeting	
	Join the Partnership Program for pre-and post-show mailing		MAR 2020	Post show attendee database available for records use purchase	
NOV 1, 2019	Ad Retargeting sponsorship deadline			Begin post-show promotions, lead follow-up	
DEC 20, 2019	MHI Innovation Award deadline		<b>NOTES:</b>		
	Mail MODEX 2020 postcards to customers/prospects				
DEC 2019 - FEB 2020	Email MODEX 2020 HTML email invite to customers/prospects				
	Schedule press conference during MODEX 2020				
	Create and submit 1 Minute 2 Connect video				

<https://www.modexshow.com/downloads/marketingkit/checklist.pdf>



## 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?

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<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 15<sup>th</sup> - Peninsula, double deck, and hanging sign layouts due

February 11<sup>th</sup> - Early discount deadline

- Cleaning, electrical, plumbing
- Floral, furniture
- Carpet, labor

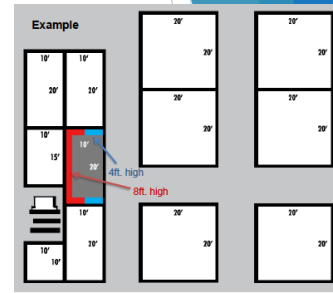
February 18<sup>th</sup> - Audio/Visual

March 2<sup>nd</sup> - Badges



## Exhibit Design

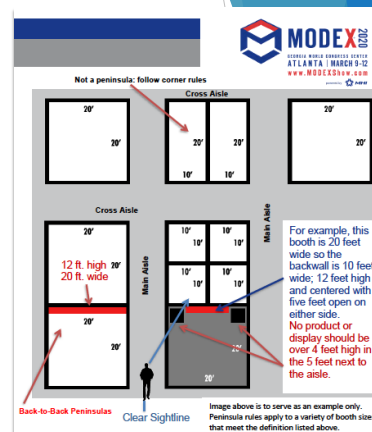
- ▶ International Association of Exhibitions and Exhibits (IAEE) Guidelines
  - ▶ Inline booths
    - ▶ Be sure to be respectful of your neighbor's sight-line
    - ▶ 4' feet height restriction, 5' in from the front aisle
    - ▶ 8' tall height restriction along the back of the booth
  - ▶ Islands &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

**D RUSH!**  
EXHIBITION FREIGHT

FROM \_\_\_\_\_

**DIRECT SHIPMENT**

TO: \_\_\_\_\_

MODEX  
Name of Exhibitor \_\_\_\_\_

2019 EXHIBITOR

C/O GES  
Georgia World Congress Center  
285 Andrew Young Intl Blvd NW  
Atlanta, GA 30313 USA

Shipment Should Arrive on or Between:  
Tuesday, March 5, 2020 - Sunday, March 8, 2020  
Reference: Targeted Freightplan for Dates & Times.  
Certified Weight Tickets are required for all shipments. Owners must check in by 2:00 PM  
to the designated cargo city terminal.

Carrier \_\_\_\_\_ of \_\_\_\_\_ pieces **GES**

Please print this label on a color printer if possible

## 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>

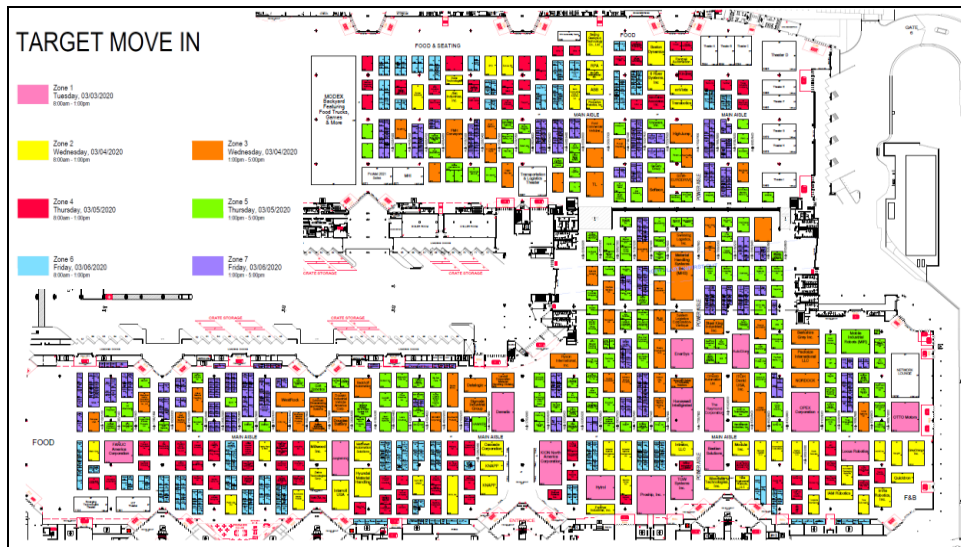
### TARGET MOVE IN

Zone 1 Tuesday, 03/03/2020 8:00am - 1:00pm	Zone 3 Wednesday, 03/04/2020 1:00pm - 5:00pm
Zone 2 Wednesday, 03/04/2020 8:00am - 1:00pm	Zone 5 Thursday, 03/05/2020 1:00pm - 5:00pm
Zone 4 Thursday, 03/05/2020 8:00am - 1:00pm	Zone 7 Friday, 03/06/2020 1:00pm - 5:00pm
Zone 6 Friday, 03/06/2020 8:00am - 1:00pm	

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## 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.

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**MODEX** 2020  
MHI



## 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!!!

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## 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.

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## Services Provided by:

- ▶ 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

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## 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](mailto: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/esm>
- Log in or sign up with a new account
- Browse products and services and you will be guided through the ordering process




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

- Phone: (800) 475-2098
- International phone: (702) 515-5970
- Contact us online: <https://e.ges.com/051600519/contactus/esm>


**GES Servicercenter®** 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.



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<https://ordering.ges.com/051600519>

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GES has been recognized by J.D. Power for providing "An Outstanding Customer Service Experience for Chat and Phone Support"





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### 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



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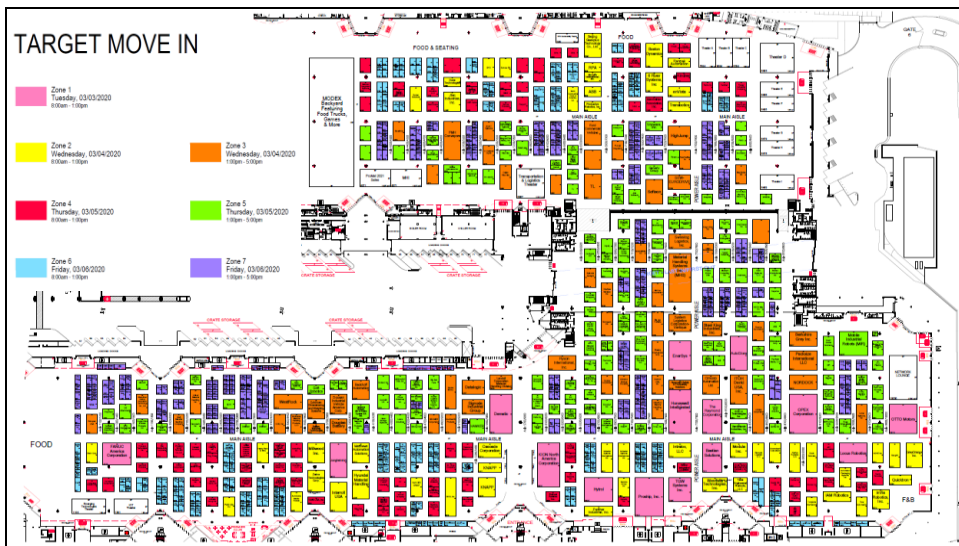
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## Target Move In and Freight Information

- ▶ 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 3<sup>rd</sup>, Wednesday March 4<sup>th</sup>, Thursday March 5<sup>th</sup> or Friday March 6<sup>th</sup>
- ▶ 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

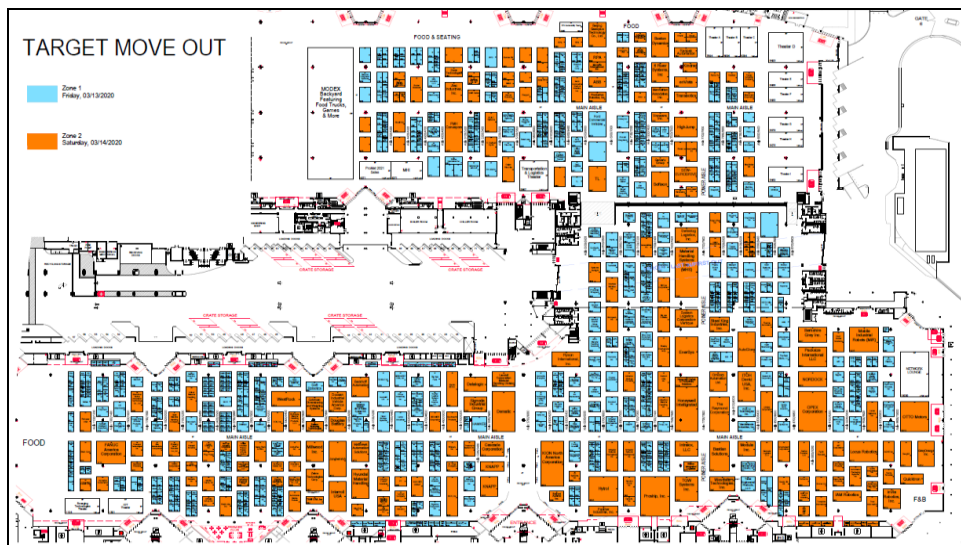
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## NEW - Target Move Out and Freight Information

- ▶ 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 13<sup>th</sup> or Saturday, March 14<sup>th</sup>
- ▶ 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.



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## 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



<https://www.modexshow.com/exhibitors/mh-plus-program.aspx>

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## Watch the Short MH+ Program Video

03:43

BENEFITS OF THE  
**MH+ PROGRAM**

Up to 14% reduction in machinery rates

No outbound overtime fees

Optional flat rate pricing that delivers cost certainty



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

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

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## 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
  - Nick Maleski [nmaleski@ges.com](mailto:nmaleski@ges.com)
  - Renee Merchant [rmerchant@ges.com](mailto:rmerchant@ges.com)
  - Chuck Grouzard [cgrouzard@ges.com](mailto:cgrouzard@ges.com)

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## Notes from Q&A Session

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