



- Trade Shows
- Concerts
- Convention and Conference Venues
- Theatrical Productions (Stage Props)
- Domestic
- Transborder
- International

**Air, Ground &
Ocean Shipping**

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Transportation Logistics Tips From The Logistics Specialists

**Every Trade Show, Exhibition,
Event or Concert is Unique!
Every Exhibitor is Unique!
You are Unique!**

Exhibiting at a Trade Show offers a unique and powerful selling opportunity a unique opportunity to begin a relationship with your potential customers.

We want you to have a successful and enjoyable Trade Show Experience and hope you will find this booklet helpful.



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- Trade Shows • Distributions • Logistics Consulting
 - Domestic, Transborder & International
(Air, Ground, Ocean Shipping)
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Just A Few Of Our Satisfied Customers...

- Creative Visual Solutions Inc.
- Exhibit Connections Limited
- Interface Exhibits
- Hitachi Denshi Canada Ltd.
- Mold Masters
- Expo Systems Canada
- Geron Associates
- Derrick Exhibit

To arrange transportation of your booth to and from the Trade Show contact: Carol D'Alessandro, VP, Business Development, 905-861-9600, or provide details of your shipment via e-mail, cdalessandro@logisticsassoc.com i.e. sizes, dimensions, weights, origin, destination, move-in date etc. or go to www.logisticsassoc.com; complete the on-line form and return form by e-mail or fax to Carol D'Alessandro at 905-861-9677. Because like Time and Tide; Trade Shows and Audiences wait for no one



Any Show, Anywhere, Any Time, Any How

At Logistics Associates our mission is all about you and where your show needs to be. With extensive contacts within the Trade Show industry, we have a keen understanding of the unique challenges faced by exhibitors. We do more than move cargo from point A to point B. Logistics Associates can relieve you of the stress on the move in and move out.

Experience what our customers already know:

Our logistics specialists' integrity, broad experience & attention to detail combine to provide you with a stress-free shipping experience.

We deliver your booth to the Venue during the designated window of time. At completion of the show we ensure the freight is picked up before it is forced off the floor. Because like Time and Tide; Trade Shows and Audiences wait for no one.

We are a "Third Party" Transportation Logistics Provider

- Essentially doing for cargo what a travel agent does for passengers
 - Exhibits Displays,
 - The Trade Show Circuit
 - Concerts; Theatrical Productions
 - Convention & Conference Venues

A skid load

A full truck load

**Via Air, Ground,
or Ocean**

Within...

- **Canada,**
- **USA, or**
- **Internationally**

Trade Show Transportation Logistics Tips From The Logistics Specialists

Does your Logistics Story Stress you out???
Is your Trade Show Logistics a Nightmare??

5 BIGGEST TRADE SHOW LOGISTICS PROBLEMS

- **TIMING**
- **PACKAGING /SAFETY / DAMAGES**
- **LABEL YOUR FREIGHT**
- **PLAN AHEAD**
- **COSTS**

TIMING IS CRITICAL -

If not dealt with properly can cause a lot of grief and a lot of \$\$\$\$.

- Have freight ready
 - a waiting truck means \$\$\$\$
- Choose the fastest and most reliable transport
 - late arrival - set-up crew waiting - \$\$\$\$
- Choose service over price.—WHY?
 - miss move-in time - may not be allowed to set-up - \$\$\$\$

PACKAGING -REDUCES RISK OF DAMAGE

- Ensure all goods are securely packaged ! Package in such a way that everything is secure and does not move in the package.
- Wooden Crates are ideal, but if you choose cardboard cartons, ensure they are tri-wall and capable of withstanding all the rigours of travel. From pick-up through all the handling/loading/unloading to delivery at Trade Show and back.

Label Your Freight USE LARGE PRINT

- Put all pertinent information on the labels,
 - Destination
 - Number of Pieces in Shipment ie. 1 of 2
 - Delivery Deadline
 - Show Name and Booth No.

Continued...

- Use a minimum of two labels per piece

Each label reduces the chances of the freight getting misrouted or lost. In the event that the freight does get to a place where it should not be, it can be easily identified and sent to its right destination.

PLAN AHEAD

- Give your logistics company ample lead time; They are looking out for your best interest and will determine the most efficient and cost effective way to ship your freight, taking into account all the indicated parameters
- Do not assume you know the correct transit times. Check the transit times, with your logistics company. Ask them when they will need to pick up the freight in order to have it there on time.
- Allow extra time for the unexpected, during busy times, holidays etc. Consider the weather especially in Winter - a snowstorm could really hold things up. "The Fraser Pass" in B.C. has often closed due to Avalanches. (some may even say its infamous for that)
- Consider sending your Trade Show Freight to a designated advance warehouse.
- Coordinate your return shipment at the same time as you arrange delivery to the show. After the show ensure someone is there to oversee the outbound shipment from the show.

Before contacting your logistics company, know the specific details of your shipment

- **sizes, dimensions,**
- **weights, (or do you need a half a truck or full truck)**
- **pick-up address, plus postal code or zip,**
- **destination address,**
- **date shipment ready for pick-up,**
- **date shipment needs to arrive at destination.**

Continued...

SKID or CRATE

- All shipments unless crated, should be put on a skid and shrink-wrapped.
- Consolidate smaller multiple piece shipments; all pieces should be put on a skid and the entire skid shrink-wrapped so that the entire shipment stays together; thus ensuring that all pieces arrive at the same time.

COSTS

- Expect to spend between 9% - 12% of your overall Trade Show Budget on Transportation. However if the foregoing tips are not taken into consideration your costs could potentially be much higher.
- Avoid last minute shipments since they turn out to be the most expensive, especially when the only way to get it there on time is by air. Air shipments are always far more expensive.

CUSTOMS

- If your shipment has to go across the border do you have a customs broker??
- Inquire if any special Rules and Regs to cross border with your type of shipment
- You will be required to indicate the value of your shipment and where goods are made

You have your booth! You rented space.. Lots of promotional material on hand. You have trained staff. Don't let a logistics problem impact your Trade Show Results.

Let us remove the stress of move in and move out day. Its not just about getting it there, but getting it there safely, on time, and at a reasonable cost. We recognize that our customers inability to meet any one of these three stipulated requirements could very well impact on their anticipated trade show results.

In Summary, planning ahead, being detailed and well organized will help reduce shipping costs, improve profitability and prevent headaches.

A win-win situation for all involved. !

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