

# Discover More Value from Event Logistics

## Exhibition Logistics Trends & Best Practices Study

SPECIAL ANALYSIS BY:

**EXPO**

EXPO and UPS worked together on a research study about trends impacting event logistics and shipping. In total, survey responses from over 130 leading exhibition organizers and corporate exhibitors contributed to the findings. **To download the full study, go to [expoweb.com/whitepapers](http://expoweb.com/whitepapers). Key themes and insights include:**

### COST PRESSURES & BUDGETS



**#1** exhibitor logistics, freight shipping and material handling challenge: "Overall Cost"

**96%** of exhibitors say logistics/shipping trends/costs impact their overall event budgets



**83%** say rising fuel costs impact their exhibit programs

### REDUCING FREIGHT WEIGHT

**82%** of exhibitors are focused on reducing overall freight weight



**84%** of show managers feel exhibitors reducing freight weight is an important industry trend

### HIGHER LEVEL OF SERVICE

**51%** of exhibitors are *not satisfied* with the current event logistics, shipping and material handling process



**66%** of exhibitors say damage to freight and shipments is a key challenge

**61%** of exhibitors are *very or somewhat satisfied* with the small package shipping process



### BEST PRACTICE RECOMMENDATIONS



- ✓ Remember that each event, carrier, contractor, city, union and venue may have different rules and rates
- ✓ Read the exhibitor manual and all forms closely
- ✓ Keep a list of all the items in each crate
- ✓ Work with the exhibit house to project weight
- ✓ Get full list of carrier expenses and surcharges
- ✓ Stack, wrap and palletize to reduce damage
- ✓ Remove old labels; add event and company names on new labels
- ✓ Add "Do Not Separate Break-down De-Palletize"
- ✓ Consolidate freight when possible to lower costs
- ✓ Ship to advance warehouse and eliminate tight delivery windows

### EXHIBITORS & SHOW PRODUCERS WANT MORE VALUE

#### RELIABILITY IS THE #1 REASON

exhibitors select logistics and freight providers



**37%** of exhibitors say they need better online tracking of freight shipments

To download the full Exhibition Logistics Trends & Best Practices Study, go to:  
**[expoweb.com/whitepapers](http://expoweb.com/whitepapers)**

