

[EXHIBITING USA vs EUROPE]



Prairie
DISPLAY / CHICAGO, INC.

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GENERAL

[EXHIBITING USA vs EUROPE]

ORIGIN

 Each industry has its own association that organizes annual trade shows, to promote that industry.
Now there are over 80,000 trade associations in USA.

 Stem from medieval exhibitions in the market squares and bazaars where tradesmen would travel to meet with the makers of e.g. cloth, dye, and silverware.



PURPOSE

 More promoting and meeting than selling.
Meetings are quick typically involving the exchange of contact & company info.

 More sales oriented.
Meetings are more often sales meetings and generally take more time.

OPENING HOURS

 Short opening hours: e.g. 10:00 am - 4:00 pm.

 Longer opening hours as it is more about closing deals. E.g., 10:00 am - 6:00 pm.
> Facility has more seating and hospitality such as food and beverages.

OWNERSHIP

 66 % of shows owned by trade associations. E.g. National Restaurant Association.
They use the profit to fund their association.

 Very diversified ownership: can be venue, can be other private owners. [e.g. Easyfairs]
Are normally not owned by associations.

GENERAL CONTRACTORS

 2 make up 75 % of market. [GES and Freeman]

 Globalization has only started. [GL events, ...]

DISTANCES

 Distances are so far that you need trade show partners all around USA.

 Standbuilder does most himself, as vast majority of shows in Europe are to be found in a radius of 500 miles.
[London, Paris, Frankfurt, Hannover, Milano, Barcelona...]
For shows further away local labor can be used in combination with own supervisor.



DRAYAGE

 Average drayage cost \$85⁰⁰ per hundred pounds.
Explained separately on p 8.

 No drayage here.

UNIONS

 Explained separately on p 10-11.

 No unions involved here.
Every one can build as long as they do follow the [ever increasingly strict] rules.

GENERAL

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NAMES



Exhibits, Booths
Shows [Trade shows, Public shows], Trade fairs
Exhibit house



Stands
Exhibitions
Stand builder, I & D [Install and dismantling] company

DIMENSIONS



Feet and inches



Meters



SPACES



More standard surfaces
"Standard customization"
Per 10 ft : 10 X 10 ft, 20 X 20 ft, 10 X 20 ft, 10 X 30ft ...



Generals | Shell scheme
Custom stands: sizes are quite variable

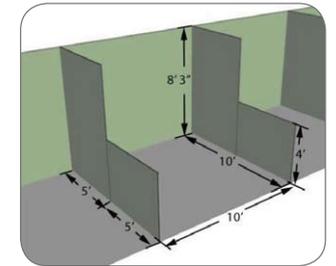
TYPES



- > Inline exhibit space [1 side open]
- > Corner exhibit space [2 sides open]
- > Peninsula exhibit space [3 sides open]
- > Island exhibit space [4 sides open]



- > Row stand [1 side open]
- > Corner stand [2 sides open]
- > Head stand [3 sides open]
- > Island stand [4 sides open]



STEPS

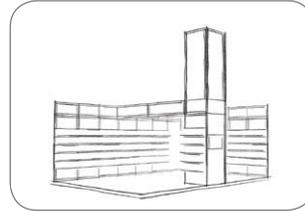
[EXHIBITING USA vs EUROPE]

STEP 1

[DESIGN]

 Design needs more extensive setup instructions, because it is usually built by a 3rd party.

 Design by standbuilder or external design | marketing company.



STEP 2

[PREBUILD]

 Distances make prebuilding and signing off by customer necessary: consequences are too big if something goes wrong.

 Prebuilding is not often done.

[SET UP INSTRUCTIONS]

 Set up manual is needed as exhibit house is mostly not the builder.

 Not needed as the stand builder mostly builds himself.

[PACKAGING]

 Goods must be well-packed in crates.

 Lighter packaging as transport is done by standbuilder from door-to-showfloor.



STEP 3

[TRANSPORT or LOGISTICS]

 Logistics done by external freight company.
> or to central warehouse of the venue or the general contractor
> or directly to show depending on time frame

 Transport done by standbuilder directly onto the show



STEPS

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STEP 4

[DRAYAGE]



Before any material enters the show site, a charge called DRAYAGE is levied for handling and storage based on the weight of the material.

Charges per 100 lbs vary [45 kg] across the USA, based on local conditions, like prevailing union wages, move in - move out times and exhibit facility access. From \$70 as high as \$200.

Drayage is based on a contract between the Show Mgmt and the General Show Contractor [GSC]

All free extras the Show Management has negotiated, have to be passed on in the drayage.

DRAYAGE IS LEVIED FOR :

- Moving goods from loading dock to your booth.
- Removing empty crates before the show, storing them during the show and returning them after show.
- Moving your repacked goods to the Loading Dock after the show and loading them onto your transportation truck | carrier.
- Carpeting the aisles, all directional signage in the halls, entrance exhibits and registration booth plus whatever free services the show owner negotiates.



No drayage here.

STEP 5

[INSTALLATION]



Managed | supervised by exhibitor or standbuilder.

Actual labor is hired from general contractor or independent contractor with union staff in those states requiring it.

A. Material is unpacked and assembled as per the SUD [setup drawings]

B. Depending on state you build in, union workers do the build-up: they charge per man-hour and min 4 hours.

> Hourly rates can vary from \$70 to \$185 straight time.
Overtime X 1,5 or double time [holidays]



Done by stand-builder.



TOTAL DIFFERENCE IN COST TO END CUSTOMER [A STAND EXAMPLE]

HIGHLIGHTED FEATURES

- 20x20 Interactive Island Booth
- 16' Tower with Large Billboard Graphic Opportunity
- Eight 32" Interactive Work Stations
- Two 50" LCDs
- Reception Counter with storage
- Walk in storage/server room



[EXHIBITING USA vs EUROPE]

| NET END CUSTOMER PRICE | RENTAL USA | RENTAL EUROPE | DIFFERENCE |
|---|------------|---------------|------------|
| STRUCTURE & COMPONENTS beMatrix components [white panels], connectors and covers. | \$14.225 | € 7.400 | 48% |
| A/V Eight 32' monitors, two 50' monitors, mounting brackets, hardware. Lighting | \$7.967 | € 3.400 | 80% |
| FLOORING 400 sq feet of carpet and padding installed | \$2.000 | € 840 | 83% |
| GRAPHICS PACKAGE 6 X Full size 2418, 8 X half size 1984, 1 counter panel, 8 curved graphics | \$6.864 | € 3.500 | 51% |
| FURNITURE One reception counter with storage | \$500 | € 440 | -13% |
| I&D I&D with supervision. Straight time. | \$7.077 | € 3.000 | 82% |
| SHIPPING AND CRATING To and from venue in Vegas or Atlanta | \$2.750 | € 800 | 165% |
| DRAYAGE | \$2.225 | € 0 | 1000% |

| | | |
|------------------|-----------------|--------------|
| \$43.608 | € 19.380 | 73,3% |
| \$ 33.578 | \$25.194 | |

FIGURES USA

[EXHIBITING USA vs EUROPE]

OUT OF 250 LARGEST SHOWS IN USA. RANKING IN NET SQUARE FOOTAGE [2011]

| | | |
|-------------------------------------|------------|-------|
| ■ Vegas | → 60 shows | → 32% |
| ■ Chicago | → 22 shows | → 10% |
| ■ Orlando | → 25 shows | → 9% |
| ■ New York | → 18 shows | → x% |
| ■ Atlanta | → 11 shows | → x% |
| ■ New Orleans | → 10 shows | → x% |
| ■ Louisville | → 8 shows | → x% |
| ■ San Francisco, Boston and Anaheim | → 7 shows | → x% |
| ■ Dallas and Washington D.C. | → 6 shows | → x% |

OUT OF 250 LARGEST SHOWS IN USA, RANKING TO NUMBER OF SHOWS [2011]

| | | |
|-----------|------------|-------|
| ■ Vegas | → 55 shows | → 24% |
| ■ Orlando | → 26 shows | → 10% |
| ■ Chicago | → 21 shows | → 8% |

BUSIEST TRADE SHOW MONTH IN USA [FROM 250 LARGEST SHOWS IN 2011]

| | |
|--------------------|------------|
| ■ January | → 32 shows |
| ■ February & March | → 28 shows |
| ■ October | → 25 shows |
| ■ June | → 22 shows |
| ■ December | → 3 shows |

LARGE VENUES

| | |
|------------------------------------|--|
| ■ Hannover fairground | 496,000 m ² 5,340,000 sq ft |
| ■ Fira de Barcelona | 365,000 m ² 3,930,000 sq ft |
| ■ Fiera di Milano | 345,000 m ² 3,710,000 sq ft |
| ■ Canton Fair Complex in Ghuangzou | 338,000 m ² 3,638,000 sq ft |
| ■ Frankfurt Trade Fair | 321,000 m ² 3,460,000 sq ft |
| ■ Las Vegas Convention center | 297,000 m ² 3,200,000 sq ft |
| ■ Koelnmesse, Cologne | 284,000 m ² 3,060,000 sq ft |
| ■ McCormick Place, Chicago | 248,000 m ² 2,670,000 sq ft |
| ■ Shanghai expo center | 200,000 m ² 2,153,000 sq ft |

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