

Exhibit Shipping

When it comes to exhibiting one budget item that is often overlooked and under estimated is shipping. It's not just the cost that we need to be mindful of though, there is also time... in the age of "instant", when FedEx can get just about anything anywhere overnight, we are sometimes stymied by why the package(s) isn't in the convention hall at our booth space the next day?

The following tips will help you plan and budget your trade show shipping:

- ▶ Ship all your print materials with your booth whenever possible.
- ▶ Be sure to know the "move in" dates for the trade show and allow appropriate time for all of your materials to arrive. If your materials are late, not only will it cause you headaches on setup day, it can take a bite out of your budget in rush/overtime charges.
- ▶ Ship in time to send your materials to the "advance warehouse" whenever possible. This will allow your materials to move in prior to the "direct-to-show-site" shipments and in many cases may save you some money.
- ▶ Clearly label your materials so they are delivered to the proper exhibit space in the hall.
- ▶ Know who your shipping carrier is, and have a contact number.
- ▶ Don't forget your Material-handling form (also known as "bill of lading"). The form must be completed and turned in to the general services contractor prior by the end of the show. If this is not done, your freight may be put in a warehouse, and you will incur storage charges until they receive proper delivery instructions.

